

Case Report

1. Case Number :	0092-24
2. Advertiser :	Universal Pictures
3. Product :	Entertainment
4. Type of Advertisement/Media :	TV - Free to Air
5. Date of Decision:	17-Apr-2024
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

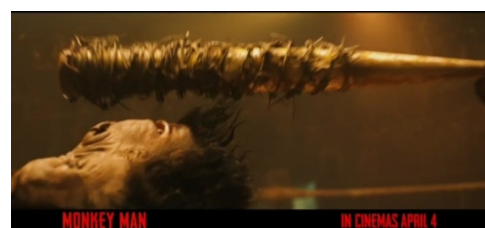
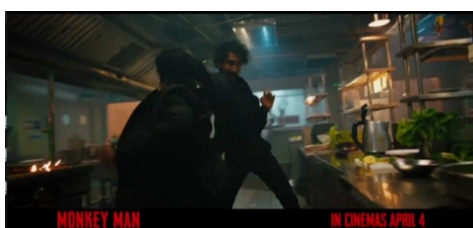
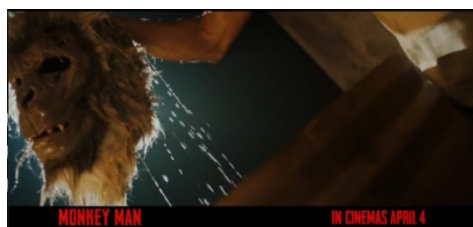
There are two versions of this television advertisement promoting the movie Monkey Man.

Version one includes scenes such as:

- a young boy crying in front of a fire;
- a gun firing;
- a man holding up a dripping monkey mask;
- a man swinging a bat wrapped in barbed wire;
- explosions
- men fighting in a kitchen.

Version two includes scenes such as:

- a young boy crying in front of a fire;
- men fighting in a kitchen;
- explosions;
- a man holding a knife.



THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

During I'm a Celebrity Get Me Out of Here, ads were shown for Monkey Man, an R rated film.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Advertiser did not provide a response.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concerns that the advertisement was frightening and inappropriate for broadcast at a time when children were watching.

The Panel viewed the advertisement and noted the advertiser had not provided a response.

Section 2.3: Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

The Panel noted that the Practice Note for this section of the Code states:

"In considering whether the violence or menace depicted in an advertisement is justifiable, the Community Panel may have regard to the audience of the advertisement. Graphic depictions of violence or a strong suggestion of menace have been found to present violence in an unacceptable manner especially when visible to a broad audience which includes children. For example, advertising for violent or horror movies, tv shows or video games should take care not to include images that give the impression that a character has just committed violence against someone (for example, a weapon with dripping blood), was the victim of violence (for example, freshly severed limbs) or is about to commit violence against someone (for example, gun aimed directly at a person or the viewer) where there is a broad audience which includes children."

Does the advertisement contain violence?

The Panel noted that the advertisement features scenes from the MA15+ rated movie.

The Panel considered that all versions of the advertisement contained scenes of violence including someone swinging a bat wrapped in barbed wire, people fighting, and explosions.

The Panel considered that all versions of the advertisement contained violence.

Is the violence portrayed justifiable in the context of the product or service advertised?

The Panel considered that the scenes are fleeting and relevant to the promotion of a violent movie. The Panel considered that while the advertisement depicts people fighting, it does not show anyone being injured, or include blood or gore.

The Panel considered that the advertisement creates a high level of tension and menace due to the music choice and the fast-paced sequence of scenes, however in the context of promoting a violent film, the level of physical violence shown is justifiable.

The Panel noted that the advertiser had not provided a response, and the classification of the advertisement was not known. The Panel noted that the complainant viewed the advertisement during *I'm a Celebrity, Get Me Out of Here* at 9pm.

The Panel acknowledged that the advertisement may be scary for children, however considered that after 8.30pm the audience would be predominately adult, or children in the company of adults.

The Panel considered that the advertisement contained violence that was justifiable in the context of advertising an MA15+ rated horror film, and therefore did not breach Section 2.3 of the Code.

Section 2.3 Conclusion

The Panel found that the advertisement did not breach Section 2.3 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaint.