

COMPLAINT NUMBER	17/172
COMPLAINANT	S Mackenzie
ADVERTISER	Paramount Pictures
ADVERTISEMENT	Paramount Pictures Television
DATE OF MEETING	6 June 2017
OUTCOME	No Grounds to Proceed

Advertisement: The television trailer advertisement for the Universal Paramount movie, The Mummy, showed various clips from the movie, including explosions, crashes and a monster engulfing the screen with her mouth.

The Chair ruled there were no grounds for the complaint to proceed.

Complainant, S Mackenzie, said:

I am concerned with the screening of advertisements for adult movies with scary content before 7pm. My four year old son goes to bed at 7 and this ad which contained images of monsters and other scary creatures gave him a huge fright and brought him to tears! It is completely unacceptable to advertise these movies that are rated for adults when children are very likely to see them. I was also concerned about the advertising of the hobbit movies before 7 on this same night and advertising of the new alien movie a few weeks ago, once again before 7. These kinds of images scare young children and give them nightmares and are not appropriate to be screened when young children are mostly likely still awake!

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 6.

The Chair noted the Complainant's concern that the movie trailer was shown at an inappropriate time when children could be watching.

The Chair noted the advertisement for the movie had been given a GXC (General Except Children) rating by the Commercial Approvals Bureau, which meant it may be broadcast at any time except during programmes which are intended specifically for children under the age of 13. The Chair said that the programme in which the advertisement aired, TV3 Newshub, targeted an adult audience.

While acknowledging the distress the advertisement caused, the Chair said the placement and timing of the advertisement was unlikely to cause serious or widespread offence to most people. The Chair ruled the advertisement had been prepared with a due sense of social responsibility to consumers and there was no apparent breach of the Code of Ethics.

Accordingly, the Chair ruled there were no grounds for the complaint to proceed.

Chair's Ruling: Complaint **No Grounds to Proceed**