

COMPLAINT NUMBER	18/214
COMPLAINANT	A Morgan
ADVERTISER	Sony Pictures
ADVERTISEMENT	Sony Pictures, Television
DATE OF MEETING	31 July 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television movie trailer advertisement for the R16 rated film *Sicario* shows various clips from the movie including guns firing and a car explosion.

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

Complainant, A Morgan, said: My young children were watching American Pickers on Duke when a violent advert was screened to promote the movie "Sicario". At this time of night (7:20pm) it is entirely inappropriate for that level of violence and those types of threatening images to be broadcast.

The relevant provisions were Code of Ethics - Basic Principle 4, Rule 4, Rule 5, Rule 7;

The Chair noted the Complainant's concern the advertisement showed inappropriate content for the time it was screened.

The Chair viewed the advertisement and considered it could be distressing for younger viewers. She noted the trailer showed guns being fired and a car exploding but did not show the consequence of this.

The Chair noted the advertisement had been rated PGR (Parental Guidance Recommended) by the Commercial Approvals Bureau, which meant it could be broadcast after 7:00pm. (or during news programmes, or appropriate daytime adult programmes). The advertisement was played during the programme, *American Pickers*, which had also been given a PGR rating. The Chair confirmed that the advertisement had aired within the constraints of its afforded rating.

While acknowledging the concern the advertisement caused, the Chair said in the context in which it played, the advertisement did not reach the threshold 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**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.