

COMPLAINT NUMBER	19/152
COMPLAINANT	L Dodd & 2 others
ADVERTISER	Paramount Pictures
ADVERTISEMENT	Pet Sematary movie, Television
DATE OF MEETING	8 April 2019
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement movie trailer for the film “Pet Sematary” shows images of a family which has recently moved to a house in the woods. The trailer shows some strange goings-on, including a procession of children wearing animal masks and carrying various objects, including a crucifix. There are images of a screeching cat and people looking frightened. The text says: “Based on the terrifying novel by Stephen King”.

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

Complainant, L Dodd, said: A horror film advertised during young viewers time of watching tv. The kids got a fright and scared of this graphic advert. It has occurred a few times in the last few days. Pet sematary is the name of the movie. It's inappropriate at this time of day.

Complainant, S Brooke, said: Why was an adult movie preview played throughout a child's programme. Couldn't it wait until 9pm to advertise a film with disturbing images for children?

Complainant, S Parry, said: Could you please stop airing horror movie trailers during the Simpsons on Duke tv. It's before the adult time slot and they terrify my son. I love watching the Simpsons with my kids and now he's too frightened.

The relevant provisions were Advertising Standards Code - Principle 1, Rule 1(c), Rule 1(f), Rule 1(g)

The Chair noted the Complainants' concerns it was inappropriate for the Pet Sematary film trailer advertisement to air before 9pm and during The Simpsons, a programme that children watch.

The Chair noted the Pet Sematary film trailer was rated PGR (Parental Guidance Recommended) by the Commercial Approvals Bureau. The Chair said The Simpsons is an adult cartoon programme and has a PGR rating. The Chair noted the advertisement had aired within the constraints of its afforded rating.

The Chair noted the film was a thriller, based on a book by Stephen King. The Chair said in her view it did not reach the threshold to be considered to play on fear unjustifiably.

While acknowledging the concern the advertisement caused, the Chair said it was not in breach of Principle 1 or Rules 1(c), 1(f) and 1(g) of the Advertising Standards Code and had been prepared with a due sense of social responsibility.

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.