

COMPLAINT NUMBER	21/530
ADVERTISER	Sony Pictures
ADVERTISEMENT	Venom: Let There Be Carnage, Television
DATE OF MEETING	29 November 2021
OUTCOME	No Grounds to Proceed

Advertisement: The Sony Pictures television advertisement promotes the new Marvel film, *Venom: Let There Be Carnage*. The advertisement shows a montage of comical and dramatic scenes from the film, including multiple shots of a man morphing into a fantastical creature with tentacles and large teeth.

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

Complaint: The movie trailer for "*Venom: Let there be Carnage*" has horror scenes and images not suitable for young children. My children were frightened by the images of the movie being shown. It would best be shown in late evening to target its proper adult audiences, instead of advertising it in the broad daylight when young children are watching.

Complaint 2: Hi, an ad for the latest *Venom* movie (Marvel Entertainment production) was aired/shown during a One news ad break. Completely inappropriate, graphic pictures at that time given Young children also watch the news with their families.

The relevant provisions were Advertising Standards Code – Principle 1, Rule 1(c), Rule 1(g).

Principle 1: Social Responsibility: Advertisements must be prepared and placed with a due sense of social responsibility to consumers and to society.

Rule 1(c) Decency and Offensiveness: Advertisements must not contain anything that is indecent, or exploitative, or degrading, or likely to cause harm, or serious or widespread offence, or give rise to hostility, contempt, abuse or ridicule.

Rule 1(g) Fear and distress: Advertisements must not cause fear or distress without justification.

The Chair noted the Complainants were concerned about the placement of the movie trailer, promoting the new movie, *Venom: Let There Be Carnage*. The Complainants said it contained content that was inappropriate for children and it played at a time when children would be watching television.

The Chair confirmed the advertisement had been given a GXC (General except Children) rating by the Commercial Approvals Bureau, allowing it to be broadcast at any time except during shows which intended for children under 13 years of age. She noted the Complainants viewed the advertisement while watching *1 News At 6pm*, an unclassified programme, and *The Chase*, a quiz game show rated G.

The Chair said that the advertisement played within its afforded rating, as both shows were not intended specifically for children under the age of 13. The Chair took in to account the audience figures for the date that the advertisement was shown during *The Chase* and said 0.9% of the audience were children between the ages of 5 and 14. She also noted news programming often requires viewer discretion, given the nature of its 'real world' content, and may not always be suitable for younger audiences.

Considering the context, medium, audience and product, the Chair said the graphic images in the advertisement were not likely to cause serious or widespread offence, or fear and distress without justification. She said the advertisement had been prepared and placed with a due sense of social responsibility was not in breach of Principle 1, Rule 1(c) or Rule 1(g) of the Advertising Standards Code.

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 with notification of the intent to appeal lodged within 14 calendar days of receipt of the written decision. The substantive appeal application must be lodged with the ASA within 21 calendar days of receipt of the written decision.