

COMPLAINT NUMBER	19/142
COMPLAINANT	C Kneebone
ADVERTISER	Universal Pictures NZ
ADVERTISEMENT	Universal Pictures NZ, Television
DATE OF MEETING	1 April 2018
OUTCOME	No Grounds to Proceed

Advertisement: The television advertisement for the horror film *Us* shows a montage of images from the film including shots of people looking scared and holding large scissors. The final voice-over in the advertisement says “They won’t stop until they kill us or we kill them.”

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

Complainant, C Kneebone, said: The advertisement for an upcoming movie (*Us*) played while my young family were watching *The Simpsons*. An advertisement about a movie involving people coming to murder them is not acceptable at this time. This ad was also played once prior to 7:50 but I missed the time. I have a very scared son and request that these types of ads are scheduled for a later time when young children are definitely in bed

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

The Chair noted the Complainant’s concern the advertisement played at an inappropriate time when children were watching television.

The Chair said the *Us* television advertisement for the film had been given a PGR (Parental Guidance Recommended) rating by the Commercial Approvals Bureau and the programme it aired during, *The Simpsons*, also had a PGR rating.

The Chair noted the programme *The Simpsons* target audience is 18-49 year olds. The Chair confirmed that based on past media analysis, an average of 86% of the total audience watching *The Simpsons* are 15 years old and over.

While the Chair acknowledged the Complainant’s concern about children being exposed to the suspenseful images shown in the advertisement, she said the advertisement had played within its afforded rating during an adult cartoon programme.

The Chair said taking into account context, medium, audience and product, the advertisement and its placement did not meet the threshold to cause serious or widespread offence or offend against generally prevailing community standards.

The Chair said the advertisement had been prepared with a due sense of social responsibility and 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 via email or letter within 14 days of receipt of this decision.