[GB] Posters for Film Banned by ASA

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The UK Advertising Standards Authority has prohibited the display of two posters advertising the film “Shoot Em Up”. This followed 55 complaints, objecting on a number of grounds including that: the posters (a) glorified and glamorised gun crime; (b) were insensitive to the families of victims of gun crimes; (c) were offensive and unduly threatening; and (d) were capable of causing distress to children.

The ASA considered the matter under various Clauses of the Code on Advertising Practice (2.2; 5.1; 5.2; 9.1; 11.1). Two posters were held to be glamorising guns - as opposed to simply reflecting the content of the film - because of the prominence of the gun; the facial expression of the actor; and the action shot. These were held to be in breach of Clause 2.2 (Social Responsibility) and Violence (11.1). The posters were not held to have breached the clauses dealing with offence and public sensitivity. The adjudication ordered that the two posters should not be displayed again.

On 21 November, the ASA held a seminar to discuss the issue of violence in advertising.

ASA Adjudication: Entertainment Film Distributors Ltd, 21 November 2007

http://www.asa.org.uk/asa/adjudications/Public/TF_ADJ_43573.htm

Code of Advertising Practice

http://www.asa.org.uk/asa/codes/cap_code/ShowCode.htm?clause_id=1480

ASA Seminar, Violence in advertising (including violent imagery), 21 November 2007

http://www.asa.org.uk/asa/news/news/2007/ASA+violence+in+advertising+seminar.htm

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