



Ad Standards Community Panel
PO Box 5110, Braddon ACT 2612
P (02) 6173 1500 | F (02) 6262 9833

AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0064/19
2	Advertiser	Ubisoft P/L
3	Product	Entertainment
4	Type of Advertisement / media	TV - On Demand
5	Date of Determination	06/03/2019
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Violence

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features two sisters, Mickey and Lou pointing guns in a bar. A group of men at a table stand and point their weapons at the women. They all start firing their weapons while the lyrics of 'It's raining men' play. The women shoot most of the men, some at close range. The women are seen standing in the bar surrounded by bodies. The Far Cry logo is shown and the two women walk out of the bar and a series of outdoor scenes from the game are shown, including a wild boar attacking someone and an explosion causing two men to go flying.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The ad showed footage of two girls using guns to shoot numerous men at close range in a bar with the song "it's raining men" playing loudly

THE ADVERTISER'S RESPONSE



Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Far Cry New Dawn is a first-person shooter developed by Ubisoft Montreal and published by Ubisoft. The game is a spin-off of the Far Cry series and a narrative sequel to Far Cry 5. It was released for Microsoft Windows, PlayStation 4 and Xbox One on February 15, 2019.

You survive a post-apocalyptic frontier as you build up your arsenal of weapons to battle the Highwaymen and their leaders, the Twins, in Far Cry New Dawn.

The Advertisement under complaint shows the evil twin sisters walk into a bar and engage in a gun fight with the males in the bar

Please see below reply we have had from the team at Finecast:

On creative approvals, the process we follow pushes creative out to broadcasters who approve or disapprove creative for their individual network policies. E.g. Nine, Seven, Ten will then approve (manually or in an automated fashion) based on their network rules. As long as the asset provided passes these rules and specifications, then we are approved by each broadcaster to run across their inventory. ASB and Ad Standards is advertising regulation about how specific creative messages can only run under specific conditions and environments (such as specific policies pertaining to advertising to kids, sensitive brands or messages such as in this case, violence in the creative.

Specifically for Ubisoft- in this case, the Far Cry creative passed all network requirements and specs and was approved to run hence why it has run in this on demand environment. On CAD, the broadcasters on demand applications do not, and are not required to adhere to CAD compliance hence why this issue arises.

We have decided to time target creative from 8:30pm onwards, as CAD outlines this is for MA15+ ratings on TV.

THE DETERMINATION

The Ad Standards Community Panel (Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement was overly violent.

The Panel viewed the advertisement and the noted advertiser's response.

The Panel noted that this television on demand advertisement features two women



entering a bar and firing weapons to the soundtrack of 'It's raining men'.

The Panel considered whether the advertisement breached Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

A minority of the Panel considered that the level of violence was excessive, graphic, sustained and was trivialised by the accompanying soundtrack. A minority of the Panel considered that the violent scenes in the bar were not recordings of game play and therefore the level of violence was not justifiable in the context of the product advertised and that it is immediately clear that the advertisement was for a computer game.

The majority of the Panel considered that the product being advertised was a very violent game which featured game play and scenes similar to that played in the advertisement. The majority of the Panel considered that the scenes in the advertisement did not contain blood or gore and the stylised violence was directly relevant to the product being advertised.

The majority of the Panel considered that the violence portrayed in the advertisement was justifiable in the context of advertising a violent game.

The Panel acknowledged the advertiser's response that going forward they would time-target the advertisement so that it would only play from 8:30pm onwards.

In the Panel's view the violence portrayed in the advertisement was justifiable in the context of the product advertised and did not breach Section 2.3 of the Code, but agreed that the revised timing was likely to be more appropriate for the advertisement.

Finding that the advertisement did not breach the Code on other grounds, the Panel dismissed the complaint.

