



Ad Standards Community Panel  
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AdStandards.com.au

Ad Standards Limited  
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## Case Report

1. Case Number :	0147-22
2. Advertiser :	Special Gamez
3. Product :	Entertainment
4. Type of Advertisement/Media :	App
5. Date of Determination	13-Jul-2022
6. DETERMINATION :	Upheld – Not Modified or Discontinued

### ISSUES RAISED

AANA Code of Ethics\2.3 Violence

### DESCRIPTION OF ADVERTISEMENT

This in-app advertisement for the game 'Kitten Match' features an animated video of a cat in a cardboard box which gets blown away by wind. The cat holds onto the box and is lifted into the air, revealing two small kittens. The box floats higher into the air, before flipping, the cat falls off and hits the ground with blood spreading from underneath it. The two kittens approach the cat's body and the text "Rescue the poor kitten? Yes No" appears on the screen. A hand selects 'yes' and gameplay is shown.

### THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

*This ad and a few others for this game (I do not recall in detail so can't list here) heavily plays on the emotions of the viewer by brutalising this kitten character, to the point that there is a genuine blood splatter as the kitten falls, and it repeatedly looks tragically sad throughout the whole process. The advertisement actively uses 3D animated simulated animal cruelty to attempt to entice the viewer to download a mobile game, and particularly may be likely to be shown to children given that it was a generic ad appearing in a mobile game on what appears to be an automated system - I saw it in the app "Nonogram Mon" which is a childlike-styled puzzle game, clearly intended for a younger audience.*

### THE ADVERTISER'S RESPONSE



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

*Advertiser did not provide a response.*

### **THE DETERMINATION**

The Ad Standards Community Panel (the 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 depicts violence and simulated animal cruelty.

The Panel viewed the advertisement and noted the advertiser had not provided a response.

#### **Section 2.3: Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised**

The Panel noted that the advertisement features a violent vignette of a cat falling to its death, and that this scene was not part of actual gameplay.

The Panel noted that while the theme of the game was to create a space for a sick or injured cat to heal, the game did not show how the cat was hurt.

The Panel considered that many people would find the violent nature of the advertisement shocking, and not justifiable in the context of advertising a non-violent puzzle game.

#### **Section 2.3 Conclusion**

The Panel determined that the advertisement did present or portray violence which was not justifiable in the context of the product or service advertised and did breach Section 2.3 of the Code.

#### **Conclusion**

Finding that the advertisement did breach Section 2.3 of the Code, the Panel upheld the complaint.

### **THE ADVERTISER'S RESPONSE TO DETERMINATION**

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.