



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

**AdStandards.com.au**

Ad Standards Limited  
ACN 084 452 666

## Case Report

<b>1. Case Number :</b>	<b>0148-21</b>
<b>2. Advertiser :</b>	<b>AppQuantum</b>
<b>3. Product :</b>	<b>Entertainment</b>
<b>4. Type of Advertisement/Media :</b>	<b>App</b>
<b>5. Date of Determination</b>	<b>16-Jun-2021</b>
<b>6. DETERMINATION :</b>	<b>Upheld – Not Modified or Discontinued</b>

### ISSUES RAISED

AANA Code of Ethics\2.3 Violence

### DESCRIPTION OF ADVERTISEMENT

This in-app advertisement features a video of a man looking as though he is about to hit a woman with a chair. He then gets distracted by what the woman has on her phone. Footage of the game is then shown.

### THE COMPLAINT

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

*The advertisement wants you to download a game, but depicts significant domestic violence in the ad. A man is about to significantly harm a woman by king hitting her in the back of the head with a chair used as a weapon, but stops at the last minute to watch her play the game on her phone.  
I object to the use and normalisation of this violence to sell a game. The domestic violence has no bearing or relation to the game.*

### 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 complainants' concern that the advertisement depicts violence against women.

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 begins with stock footage of a man lifting up a chair as though about to hit a woman. The Panel noted they had previously considered a different advertisement which featured the same stock footage in case 0168-20, in which:

*“The Panel noted that the man is shown to become distracted and does not follow through with the act itself, and noted that the majority of the advertisement depicts images of the game play. However, the Panel considered that the opening scenes of the advertisement contain strong depiction of menace in the image of the man about to hit the woman...The Panel considered that the menace depicted in the advertisement was not mild, and that although the context surrounding the instance was not clear, the violence would be inappropriate in any circumstance. The Panel considered that there is no justification for depictions or suggestions of domestic violence in advertising for a game, and noted that there is a heightened level of concern relating to depictions of violence against women in light of increased family violence during the COVID-19 pandemic. The Panel considered that the advertisement clearly depicted a man intending to harm a woman, and that this menacing act was not appropriate in the context of advertising a puzzle app.”*

Consistent with the determination in case 0168-20, the Panel determined that the advertisement did depict a man intending to harm a woman and that this depiction of menace would not be justifiable in any circumstance.

### **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.