



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0200/18
2	Advertiser	Diandian Interactive
3	Product	Toys and Games
4	Type of Advertisement / media	Internet - Social
5	Date of Determination	09/05/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Causes alarm and distress to Children

DESCRIPTION OF THE ADVERTISEMENT

This YouTube advertisement features animated game footage of a forest disappearing and a castle being built. Two armies are then seen firing guns at each other outside the castle walls. The footage is then shown to be a game on a phone.

THE COMPLAINT

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

I believe the ad and it's content was highly inappropriate considering the content it was served against is aimed at young children. It's placement was highly untargeted & offensive.

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 (“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 features violence which is inappropriate to be played as a pre-role advertisement before a child’s video-clip on YouTube.

The Panel viewed the advertisement and noted the advertiser did not provide a response.

The Panel noted that this advertisement is for a game app and featured footage from the game, including building a castle and medieval soldiers fighting.

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".

The Panel noted the complainant’s concern that the advertisement was highly inappropriate and included a massacre of an army with violent sound effects.

The Panel noted that the product advertised is a game containing violence and that the depiction of violence in an advertisement is relevant to the product.

The Panel considered that the visuals in the advertisement were similar to games involving toy soldiers or to the game Minecraft.

The Panel considered the advertisement did not contain imagery of blood or graphic violence.

The Panel considered the advertisement featured footage from the game which only contained mild violence that was relevant to the product being advertised and would not be distressing to most viewers including young children.

The Panel considered that YouTube was a site with a primarily adult audience and an advertisement which contained mild violence was not inappropriate for the medium.

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.



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