



**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	0202/18
2	Advertiser	303 Mullenlowe
3	Product	Entertainment
4	Type of Advertisement / media	Internet
5	Date of Determination	09/05/2018
6	DETERMINATION	Dismissed

## ISSUES RAISED

2.3 - Violence Causes alarm and distress to Children

2.3 - Violence Weapons

## DESCRIPTION OF THE ADVERTISEMENT

This internet advertisement features side panels and crossbar advertising the Netflix TV series 'Bright'. On the left side panel there is an alien in a police uniform holding a gun. On the right hand panel is a police officer also holding a gun. Below each of the figures is what looks like illustrated blood splatter.

## THE COMPLAINT

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

*This is a frightening image. Young children use Weatherzone and this advertisement is not at all suitable for young children. My children are a bit older now, but when they were doing sailing lessons they would regularly use weatherzone to check the forecasts. I would hate for them to have been confronted to something nightmare inducing like this. Highly inappropriate for general viewing, and I don't appreciate having it shoved in my face either when I simply want to check the weather.*



## **THE ADVERTISER'S RESPONSE**

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

*We appreciate that the Advertising Standards Bureau brought this to our attention. We confirm the advertisement has been withdrawn as of January 31, 2018, and we undertake that it will not be re-broadcast or re-published at a later date in Australia. We hope the withdrawal of this advertisement will resolve this complaint and it will not be considered by the Advertising Standards Bureau Board.*

## **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 images which were too frightening and violent for a medium which is likely to be seen by children.

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

The Panel noted that this internet advertisement is for a movie on Netflix and featured two policemen, one an orc and one human, holding guns. Behind the information on the website, red blood splatter can be seen.

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 for a website which many children would use.

The Panel noted the advertiser's response that the advertisement had been withdrawn and would not be used again.

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

The Panel considered that the weapons in the advertisement are not pointed at anyone and that the level of threat was mild.

The Panel noted the complainant's concern that the advertisement featured red



flecks that looked like body matter flying through the air, however considered that the bright star-like specs and red swirling pattern in the advertisement did not closely resemble blood or body matter.

The Panel considered that the red swirling pattern and the guns did amount to a depiction of violence, however considered that the level of menace was mild and that the advertisement was not graphic.

The Panel considered that the theme of the advertisement was very fantastical and the low level of violence in the advertisement was justifiable in the context of a promotion for a movie which included violence.

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.

