



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0226/18
2	Advertiser	Ubisoft P/L
3	Product	Entertainment
4	Type of Advertisement / media	Transport
5	Date of Determination	09/05/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

2.1 - Discrimination or Vilification Religion

DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement depicts a group of men, a woman and a wolf behind a long table in poses similar to da Vinci's 'Last Supper'. There is food, drinks, an open book and a flag on the table. A church, a bear, mountains, a plane and buildings on fire are depicted in the background.

THE COMPLAINT

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

The advertisement offends my religious beliefs and sentiments.

Dear Sir / Madam,

I believe in the God of the Bible who resurrected Jesus Christ from the dead after he died on the cross at Easter time to pay for our sins, to pay for the penalty that our sins deserved. Jesus is central to my life, to my belief God is holy and I am sinner who has forgiveness for my sins, hence, I do not appreciate anyone putting down, making a mockery of what I believe, which is the case with the Far Cry advertisement. It makes a





mockery of the well-known Da Vinci painting of Jesus at the Last Supper shortly before he died to pay for my sins. The Far Cry ad has only one good person, the rest being villains, which is completely opposite to the Last Supper where there was one villain, Judas Iscariot. It also makes a mockery of what sin is. Please remove this offensive add.

This poster mocks Christ. It is offensive to any serious Christian. If that was mocking Islam it would have never been approved.

THE ADVERTISER'S RESPONSE

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

I am sorry to hear that The Far Cry 5 artwork received complaints from members of the public.

Ubisoft and our Media agency Wave Maker had received approvals from the vendors & the OMA prior to going live.

Our Bus and transit activity was booked for a specific period of time and as of Week Commencing 8th April 2018 any remaining Bus activity is now run on (bonus) not paid media.

We have reached out to APN, MOOVE and JC Decaux to ensure that any leftover bonus inventory is taken down market to avoid any further issues.

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 is offensive to Christians.

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

The Panel considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'



The Panel noted that the Practice Note for Section 2.1 of the Code of Ethics provides the following definitions:

Discrimination – unfair or less favourable treatment

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.

The Panel noted this transport advertisement features a group of men and one woman behind a table in poses similar to Da Vinci's Last Supper painting.

The Panel noted the complainants' concern that the advertisement was mocking the Christian faith and the Last Supper.

The Panel considered that the poster does resemble the iconic image of the Last Supper as painted by Leonardo Da Vinci.

The Panel considered that the current advertisement was not a direct reference to the Biblical story rather it was a reference to the well-known painting.

The Panel considered that the Last Supper image has become so iconic that it is no longer seen in a purely religious context.

The Panel noted that they had previously considered an advertisement which depicted men sitting at a long table similar to the Last Supper painting in case 0178/14, in which:

"The Board considered that the advertisement does not undermine the concept of the sacraments and that by using an image of someone painting the Last Supper the advertisement is not undermining a central tenet of the Christian faith.

The majority of the Board considered that consistent with its determination in 0079/12 the advertisement does not denigrate Christianity or Christians and is using a humorous play on a well-known Biblical story with no reflection of the beliefs underpinning the scene. The Board determined that the advertisement did not breach Section 2.1 of the Code."

The Panel considered that the current advertisement may resemble the painting in the positioning of the people around the table, however considered that the men and woman in the painting were not portraying Biblical characters. In particular, the Panel considered the man at the centre of the image was not portrayed as Jesus.

Consistent with its determination in case 0178/14 the Panel considered that the advertisement is referencing a well-known painting of a Biblical story with no reflection of the beliefs underpinning the scene, and that it does not denigrate



Christianity or Christians.

The Panel determined the advertisement did not portray material in a way which discriminates against or vilifies a person on the basis of religion and did not breach Section 2.1 of the Code.

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