



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0228-20
2. Advertiser :	Amazon Prime Video
3. Product :	Entertainment
4. Type of Advertisement/Media :	Internet - Social - Instagram
5. Date of Determination	26-Aug-2020
6. DETERMINATION :	Upheld – Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.5 Language

DESCRIPTION OF ADVERTISEMENT

This Instagram advertisement is promotion for Season 2 the adult series The Boys. The advertisement features a man stating, 'are you guys fucking ready?' and the subtitles "are you guys f----- ready?".

A group of superheros are shown sitting around a table.

The man describes the editing of the advertisement by stating, "rousing music, Haaaaaaaans Zimmmmmmm. Title card. Ho ho ho. Cut to black."

The title of the show, "The Boys" is shown, followed by the text "Are F**king back Sept. 4".

THE COMPLAINT

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

The advertisement included profanity in the opening dialogue as indicated in the previous section of this form. These same words "you guys f--in ready" were shown as captions on the video with "f--in" blocked out which I believe is against Instagram ad policies



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 uses highly offensive language.

The Panel viewed the advertisement and noted the advertiser did not respond.

The Panel considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: "Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided".

The Panel noted that the advertisement begins with a man saying 'are you guys fucking ready?' and the subtitles "are you guys f----- ready?". The Panel noted that this scene is from the television program being promoted. The Panel noted that this is the first scene of the advertisement, and considered that viewers are unable to opt out of such messaging or take action to cancel the playing of this content due to it being the first scene displayed.

The Panel noted that this video appeared on Instagram and was on the advertiser's own page, and the Panel considered that the relevant audience would be predominately adults who had chosen to follow that page.

The minority of the Panel considered that this scene is a scene from the television program and is relevant to what it being advertised.

The minority of the Panel considered that the advertisement had a limited audience which would be predominately adult, and considered that while such language would be inappropriate for a broad audience it was not inappropriate for the limited audience of followers of the Amazon Prime Video Instagram page. The minority of the Panel noted that the advertisement was not sponsored and would only appear to followers of that Instagram page.

The majority of the Panel considered that the inclusion of this particular scene with the language content was unnecessary and was presented as shock value. The Panel considered that its inclusion at the beginning of the advertisement meant that



viewers who would not normally watch an advertisement for the advertised television program had no opportunity to opt out of viewing.

The Panel noted that the advertiser had used asterix to partially conceal the written form of the “f” word, yet had not taken action to obscure the spoken form of the word.

The majority of the Panel noted that that Panel has consistently determined that the word ‘fuck’ is considered to be a strong and obscene term and is not appropriate in advertising that is likely to be seen or heard by a broad audience (0156-20, 0063-19, 0334-18). The majority of the Panel also noted its community standards research (https://adstandards.com.au/sites/default/files/2017_community_perceptions_web.pdf) which supported the Panel’s view that the community view is that this term is strong or obscene language.

The majority of the Panel considered that the word ‘fuck’ is not appropriate in the circumstances and did constitute strong and obscene language.

The Panel determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Section 2.5 of the Code the Panel upheld the complaint.

THE ADVERTISER’S RESPONSE TO DETERMINATION

The post has been removed.