



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0257-19
2. Advertiser :	Iggy Azalea Management
3. Product :	Entertainment
4. Type of Advertisement/Media :	Internet - Social - Facebook
5. Date of Determination	7-Aug-2019
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

Facebook advertisements for Iggy Azalea's album "In My Defense" which includes the album cover, which has an image of the artist slumped against the side of a car as though she has been shot.

THE COMPLAINT

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

This marketing and promotional material is absolutely disgusting. It glamourises and fetishises abusing, hurting and killing women. This image is extremely dangerous to be posted both online and used in the public domain as it normalises extreme violence towards women in the world. Almost 40 women have been murdered in Australia in 2019 alone. How is this advert aloud?!?!

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 glamourizes and fetishizes abusing, hurting and killing women.

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

The Panel noted that there were two Facebook posts on the Iggy Azalea page promoting the album, 'In My Defense'.

Post 1 features an image of the artist Iggy Azalea slumped against the side of a car as though she had been shot. There is blood on her head and on the side of the car. The car's front door is open and a red light glows from within the vehicle. The image is captioned with "In My Defense: July 19th Pre order: June 28th"

Post 2 featured the same image with the caption "#PREORDERINMYDEFENCE now!!!!" and a link to the Empire Records site with the song 'Just Wanna' by Iggy Azalea.

The Panel considered whether the advertisement was in breach of 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 glamourizes and fetishizes abusing, hurting and killing women and that the image used in the advertisement is extremely dangerous as it normalises extreme violence towards women in the world.

The Panel acknowledged that violence against women is a serious issue that is of concern. The Panel considered that in the current advertisement the situation relating to the violence is unknown, however the image itself while shocking is not encouraging violent acts towards women.

The Panel noted that the Practice Note for the Code provides: "Realistic depictions of the consequences of violence are not acceptable. More leeway is permitted where the depiction is stylised rather than realistic."



The Panel considered that the image in the Facebook posts contained a depiction of a woman who had been badly injured or killed and that there was a large amount of blood. The Panel considered that the framing and lighting of the image was highly stylised, although the depiction was still quite realistic. The Panel considered that this advertisement did contain violence.

The Panel then considered whether the violence in the advertisement was justifiable in the context of the product advertised.

The Panel noted the advertised product was Iggy Azalea's album, 'In My Defense' and that the image used in the Facebook posts was the album cover. The Panel noted that it was reasonable for an artist to promote an album using the album's artwork, however considered that the high level of violence in this image could be considered confronting to some audiences.

The Panel noted that Iggy Azalea is a rapper in America and that this genre of music is often violent. The Panel considered that the people viewing this advertisement on Iggy Azalea's page would be familiar with her music and her style of artistic expression.

The Panel considered that in the context of a promotion for an album, using the album cover with stylised artwork, in a medium where only people familiar with the artist and product are likely to see it, the violence 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.