



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Ad Standards Limited  
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## Case Report

<b>1. Case Number :</b>	<b>0269-21</b>
<b>2. Advertiser :</b>	<b>Ubisoft P/L</b>
<b>3. Product :</b>	<b>Toys and Games</b>
<b>4. Type of Advertisement/Media :</b>	<b>TV - Pay</b>
<b>5. Date of Determination</b>	<b>13-Oct-2021</b>
<b>6. DETERMINATION :</b>	<b>Dismissed</b>

### ISSUES RAISED

AANA Code of Ethics\2.3 Violence

### DESCRIPTION OF ADVERTISEMENT

This Pay TV advertisement features scenes of gameplay for the game titled Far Cry 6. Scenes include:

- A woman whistling to a crocodile who then jumps on a man.
- People in vehicles fighting.
- A person firing on a tank.
- A gun shooting a person.
- A person throwing grenades and firing on a tank.
- Various makeshift weapons being assembled and fired.
- An explosion.
- A person walking through a forest with a flamethrower.
- A person on a horse riding through green hills.

The advertisement also contains the product release date (7 October), a retail Xbox packshot and Microsoft Features logos and disclaimer, company logos and the game logo, as well as the classification rating (MA15+) at the bottom including prompt for consumers to check age rating for various editions.

### THE COMPLAINT

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



*The Ad has an adult game with shooting, blowing up cars, crocodiles trying to eat people. Don't have an issue with the game, however when watching the football as a family at any time in the day/afternoon, do not want to be seeing these ads.*

*Kayo's Ad are very inappropriate at all hours of the day. They should save them for 8pm.*

## **THE ADVERTISER'S RESPONSE**

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

*The advertisement under complaint is a brief gameplay trailer for the game titled Far Cry 6, where you play as Dani Rojas, who is trying to lead a liberation of her country, currently run and demonized by an ruthless leader, known as Antón Castillo (played by Giancarlo Esposito).*

*This advertisement is part of a wider National Digital and TV campaign across Foxtel, Fox Sports (KAYO), Finecast, Seven West Media, SBS and Nine. These spots were time targeted by Finecast to be between 9pm – 5am, but this can't account for anyone watching as 'catch-up' outside of these hours.*

*The trailer calls out a key element of the game, being able to make use of almost anything that you find to help you on your adventure across Yara, and liberate the nation from it's current leader. It depicts our main character, Dani Rojas, in various gameplay scenes of different ways to deal with your enemies. This includes the use of animal companions (in this instance a Crocodile), as well as the use of various in-game weaponry. The trailer also features a beauty shot of the game's fictional location, Yara, highlighting the adventure/exploration element.*

*The intention of the advertisement is to convey the game's key features:*

- *Using anything at your disposal – meaning players can be creative and resourceful within the game to craft whatever experience they'd like, to deal with whatever comes their way.*
- *A beautiful tropical setting – the location is very clear throughout the trailer, highlighting many different backdrops you can discover in Yara.*
- *Strong narrative aspect – the trailer itself narrated by a key support character in the game, highlights the use of narrative and the fact this is very much a 'choose your own adventure', fictional video game experience*
- *Action Adventure Mature Game – indicted by the MA15+ rating and use of weapons in the creative.*

*The creative was selected because it highlights the location of the game and the openness/role-play elements of the game very well.*



*In respect to violence specifically, while the creative does feature weapons and fighting, the creative does not show any blood or adult content, lessening the impact. The trailer shows no graphic detail nor any violence that isn't true to the narrative of the game.*

*Also in respect to the note on the crocodile attacking people, while you do see the crocodile charge to attack, you don't see any blood, gore or any particular degree of impact after that fact.*

*There are a couple of scenes in the trailer where you see your character shooting at enemies, however you don't see impact or blood or any kind of gore/violence resulting from this.*

*Additionally, the creative does not feature any:*

- *Discrimination or vilification*
- *Exploitative and degrading content*
- *High Impact Violence/Gore*
- *Sex, sexuality and nudity*
- *Adult Language*
- *Health and Safety concerns*

*Lastly, Computer and Video Games are classified by the Australian Classification Board, an official Australian Government agency. Far Cry 6 Standard Edition has been classified MA15+ and is intended for audiences of 15 years of age and over. This has been clearly labelled on all advertising material, as well as with an additional voice-over reminding consumers to check age rating for various editions; this includes the advertisement under complaint.*

## **THE DETERMINATION**

The Ad Standards Community Panel (Panel) considered whether the versions collectively forming this advertisement breach Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement contained violent scenes which were inappropriate to be shown at a time when children can see them.

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

### **Section 2.3 Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised.**

The Panel noted the Practice Note for this section of the Code which states "*Graphic depictions of violence or a strong suggestion of menace have been found to present violence in an unacceptable manner especially when visible to a broad audience which includes children. For example, advertising for violent or horror movies, tv shows or video games should take care not to include images that give the impression that a*



*character has just committed violence against someone (for example, a weapon with dripping blood), was the victim of violence (for example, freshly severed limbs) or is about to commit violence against someone (for example, gun aimed directly at a person or the viewer) where there is a broad audience which includes children”.*

### **Does the advertisement contain violence?**

The Panel noted that the advertisement includes animated scenes including a crocodile attacking a man, people fighting, weapons and a person being shot. The Panel considered that the advertisement did include violence.

### **Is the violence portrayed justifiable in the context of the product or service advertised?**

The Panel noted that the advertisement was promoting a videogame called ‘Far Cry 6’ which is rated MA15+.

The Panel acknowledged that some members of the community would prefer that advertisements for adult games not be advertised at a time where young children could see them. The Panel noted that this product is legally able to be advertised, and that its role is to consider the content of the advertisement being shown not the product itself.

The Panel noted that the advertisement contains scenes showing animated characters falling down after being attacked or shot. The Panel noted that there is no blood shown and there is no focus on the result of the violence. The Panel considered that the advertisement uses quickly changing scenes and there is no focus on blood or gore.

The Panel noted that the advertised product is a video game that contains violent action sequences and graphic imagery and noted that the scenes shown are scenes from the gameplay. The Panel noted that there is a focus on weapons, but that this is clearly in relation to the gameplay.

Overall, the Panel considered that the advertisement featured fast-moving scenes of gameplay and included no overly graphic scenes. The Panel considered that the level of violence was not excessive in the context of an advertisement for a videogame.

### **Section 2.3 conclusion**

In the Panel’s view the advertisement did portray violence that was justifiable in the context of the product being advertised and did not breach Section 2.3 of the Code.

### **Conclusion**

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

