



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0342-21
2. Advertiser :	Sony Pictures Releasing Pty Ltd
3. Product :	Entertainment
4. Type of Advertisement/Media :	TV - Pay
5. Date of Determination	8-Dec-2021
6. DETERMINATION :	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

This Pay TV advertisement is for the film Venom. There are two versions, both containing scenes from the film.

15sec

A creature jumping from a building
Scenes of a prison
A man crushing a spider
A creature surrounded by debris
A woman screaming in a glass box
Vehicles on a dirt road
A creature in a prison throwing a person
An explosion
A creature in mid-air surrounded by buildings
A close up scene of a woman
A close up scene of a man saying "you bet your ass"
Two creatures heading towards each other in mid-air

30sec

A close of scene of a creature with long sharpy teeth



A creature sitting on top of a building
A couple having dinner
Several close-up scenes of men's faces
A man in a prison cell being pulled towards the bars
A man licking black sludge off his finger
A creature with long sharp teeth
A man in a prison uniform dancing outside
Vehicles on a dirt road
A woman screaming as something collides with her windscreen
A creature being shot at by red light
Several scenes depicting two creatures

THE COMPLAINT

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

It was violent, with horrific monster scenes and it was during a time young children are around and during shows they would/could watch, a sporting event.

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 the versions collectively forming this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concerns that the advertisement is for a film with themes and images that are inappropriate for children to see and was played in an inappropriate time slot.

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

Section 2.3 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 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”.

The Panel noted that this advertisement was broadcast on Pay TV which does not require classification and can be broadcast at any time.

Does the advertisement contain violence?

The Panel noted that the advertisement contains action scenes and scenes showing conflict between characters. The Panel considered that the advertisement did contain violence.

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

The Panel noted that the advertisement was promoting a film titled ‘Venom: Let There Be Carnage’ which is rated M.

The Panel considered that although the advertisement contains action scenes, scenes showing conflict between characters and scenes of characters in distress, the advertisement uses quickly changing scenes which breaks up the sense of suspense created in the advertisement and there is no focus on blood or gore.

The Panel noted that the advertised product is a film that contains violent action sequences and graphic imagery and noted that the scenes shown are scenes from the film.

Overall, the Panel’s considered that the advertisement contained a moderate level of violence. The Panel considered that the level of violence was not excessive in the context of an advertisement for a horror/action movie.

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.

