



Case Report

1	Case Number	0421/15
2	Advertiser	Ubet
3	Product	Gaming
4	Type of Advertisement / media	TV - Free to air
5	Date of Determination	28/10/2015
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.6 - Health and Safety Depiction of smoking/drinking/gambling
- 2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

The ad associated gambling with having a fun time at sports events. It shows groups of fans at sporting events and an iPad is shown with the words.

- free to join
- every bet rewarded
- points equal betting dollars.

The final words on screen are: "for the thrill of it."

THE COMPLAINT

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

The ad associated gambling with having a fun time at sports events. Also it used the words, directly quoted "for the thrill of it", which I don't think is a very idea to put an ad promoting

gambling as fun is a good idea. Especially on the school holidays when the younger generation is awake later than usual.

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response to this matter.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainants' concerns that the advertisement is sending the wrong message about gambling especially to children.

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

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".

The Board noted that as the product itself is not a product directed to children, the AANA Children's Code did not apply.

The Board noted that this advertisement features groups of fans at various sporting events as a voiceover describes the product. An iPad is shown with the words: "free to join, every bet rewarded, points equal betting dollars."

The final words on screen are: "for the thrill of it - UBet"

The Board noted the complainants concern that the use of bright colours and appearance of fun in this advertisement could increase the appeal of the advertisement to children but considered that the topic of gambling promotion and the description provided by the voiceover in regard to the offer and call to action is not childlike and young children would not understand the jargon being used in the advertisement.

The Board noted the use of the phrase "for the thrill of it." The Board agreed that most members of the community would understand the reference to placing a bet for the excitement of the possible outcome and would recognise that the element of 'thrill' referred to is not a suggestion that people gamble repeatedly or irresponsibly.

The Board noted that the sporting scenes shown are depicting only adults and the background music is consistent with stadium music and forms of rock music. The Board considered that neither the theme, visuals or language would appeal to children.

The Board noted that the advertisement was providing information about a gambling product and considered the advertisement was not suggesting that people gamble excessively.

The Board felt that the overall tone of the advertisement is an adult one and that the depiction of fans enjoying a sporting event did not amount to a portrayal that would be of particular interest to children and did not depict material contrary to Prevailing Community Standards on health and safety relating to gambling and did not encourage or condone excessive gambling.

The Board determined that the advertisement did not breach of Section 2.6 of the Code. Further finding that the advertisement did not breach the Code on any grounds, the Board dismissed the complaints.

