



Case Report

1	Case Number	0506/12
2	Advertiser	Ubisoft P/L
3	Product	Toys and Games
4	Type of Advertisement / media	TV
5	Date of Determination	16/01/2013
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Violence Violence

DESCRIPTION OF THE ADVERTISEMENT

The 15 second advertising of Far Cry 3 consists of cut scenes taken from the video game. It starts with one of the game's villain (named Vaas) talking to the camera about the definition of insanity. Then cuts to a short series of clips that have been taken from the video game. The scenes depict men running across mine fields, shooting, explosions and wild animals attacking.

THE COMPLAINT

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

On Thursday 24/11/12 around 10:40pm I witnessed an advertisement that I believe is unsuitable for television broadcasting. The ad is for the video game Far Cry.

This ad is too violent to be freely shown on television. Despite the video game content being animated I was still in shock about how graphic it was.

The content of the ad consisted of men running scared from bombs with their hands tied behind their backs and another person being mauled by a bear. This type of violence is completely unnecessary and too realistic to be shown on television.

I believe that the programmed air time doesn't matter in this circumstance because it is too violent to be shown on television at all. The rating of the game is MA 15+ therefore its uncensored ad should have the same kind of restriction.

THE ADVERTISER'S RESPONSE

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

We are sorry to hear that the complainant has been offended by the Far Cry 3 TV advertising. Please note that the link of the advertisement provided by the complainant is a link to one of the Far Cry 3 trailer – not the TV advertising displayed on Australian TV. This trailer never aired on TV.

We believe the ad the complainant is referring to is our 15 second TV commercial for Far Cry 3 (which includes the bear, as the 30 seconds commercial doesn't include the bear the complainant is referring to).

We do recognise that Far Cry 3 is mature themed and not suitable for children under the age of 15 years old, hence the classification being MA15+ and the classification descriptor mentioning the strong violence. The descriptor is clearly displayed on the TV ad for the 10 first seconds – as per CAD requirements. We did seek CAD pre-approval and approval to ensure the ad complied with the advertising standards. In the pre-approval stage, they thought the ad would be likely to be either an M or MA classified style – which could be T, R or A – all being after 8.30/9pm and not in PG programs. In order to reach an adult and mature audience. The ad got approved by CAD and received a T classification.

The ads the complainant is referring to in her letter are trailers that have been released on YouTube, they are not ads that we have ever displayed on Australian TV. The complainant might have mixed up the trailers and TV ads. The complainant refers to the North American trailer which has a content warning. We do also have a content warning on the Australian trailers with a prominent MA15+ logo displayed for 10 seconds at the start of our trailers, which is in line with the Australian Classification Board guidelines.

We believe we have taken all the steps necessary to ensure the ad was suitable to air on TV in the permitted timeslot, as set by CAD.

We are sorry to hear that the complainant felt the need to complain, as we have taken numerous steps to ensure the ad would not offend. As this is the only complaint we have received from the duration of the campaign, we feel that the measures we have taken were the right ones. We hope the board will understand our position.

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 complainant’s concerns that the advertisement depicts violent imagery which is unsuitable for broadcast on television.

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

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 of the Code 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 Board noted the advertisement is for a computer game called “Far Cry 3” and features

animated imagery including shootings, explosions and animals attacking people.

The Board noted that the advertisement is presented in the context of a computer game and considered that most members of the community would not consider the content of this advertisement to be powerfully violent imagery.

The Board noted that the advertisement has been rated 'T' by CAD which means it can be broadcast from 12 noon until 3pm on schooldays and between 8.30pm and 5am the following day, except in G or PG programs scheduled to start or continue past 8.30pm.

The Board noted that the advertisement is aimed at the mature audience and considered that the content is not inappropriate for a 'T' rated audience which would be unlikely to include young children.

The Board considered that the advertisement presented violence in a manner which is justifiable in the context of the product advertised and determined that the advertisement did not breach Section 2.3 of the Code.

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