

Case Report

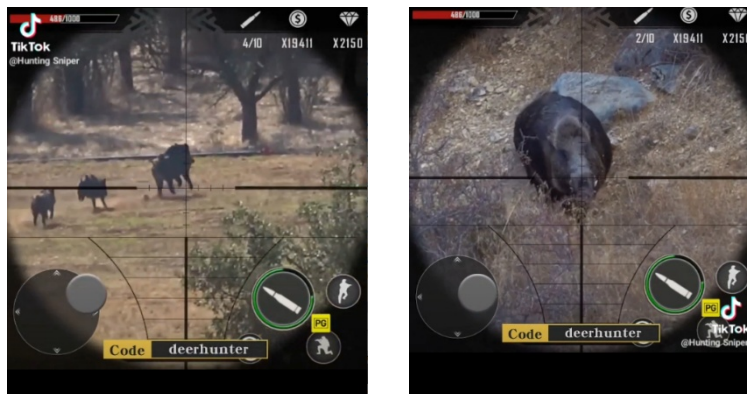
1. Case Number :	0049-24
2. Advertiser :	Hunting Sniper
3. Product :	Toys and Games
4. Type of Advertisement/Media :	Internet - Social - TikTok
5. Date of Decision:	6-Mar-2024
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

This TikTok advertisement promoting a hunting game app depicts animals shown in the scope of a rifle being shot at.



THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

Animal abuse

THE ADVERTISER'S RESPONSE

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

Thank you for contacting us and for the information you have provided. The issue you have raised concerns one of our game's advertising videos, and we would like to clarify the following information.

- 1. Our advertisements comply with local laws and regulations and do not violate animal protection laws.*
- 2. Our advertisements comply with the advertising policies of the advertising platforms and have passed the review of all advertising platforms. There is no violation of regulations. Our ads fit the description of 4.0 Weapons, Ammunition, and Explosives in the TIK TOK Advertising Policy.
(<https://ads.tiktok.com/help/article/tiktok-advertising-policies-ad-creatives-landing-page-prohibited-content?lang=en>)*
- 3. We made a statement in the advertisement. It is clearly stated that the video advertisement uses gameplay footage, which is purely fictional, and that no real animals are injured or killed.*

THE DECISION

The Ad Standards Community Panel (the 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 depicted animal cruelty.

The Panel viewed the advertisement and noted the 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 that the Practice Note for this section of the Code states:

"In considering whether the violence or menace depicted in an advertisement is justifiable, the Community Panel may have regard to the audience of the advertisement. 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. More leeway is permitted where the depiction is stylised rather than realistic."

Does the advertisement contain violence?

The Panel noted that the advertisement featured animals being targeted through the crosshairs of a shotgun. The Panel considered that while animals did not appear to have been shot, their reaction indicates that they are being shot at. The Panel considered that depiction of simulated game hunting was a depiction of violence.

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

The Panel noted the advertiser's submission that the advertisement featured gameplay and was not real hunting footage.

The Panel considered that the video in the advertisement was not obviously CGI, and that the animals appeared realistic. The Panel considered that the overall impression of the advertisement was that this was a depiction of real animal hunting.

The Panel considered that the depiction of hunting was directly relevant to the hunting game being advertised. The Panel considered that while the advertisement contained scenes depicting violence, there was no depiction of blood, and animals did not appear to have been injured.

The Panel considered that the intensity of the violence depicted in the advertisement was low-level and while moderately distressing was directly relevant to the product being promoted.

The Panel considered that the advertisement contained a level of violence that was justifiable in the context of promoting a hunting game.

Section 2.3 Conclusion

The Panel determined that the advertisement did present or portray violence which was justifiable in the context of the product or service advertised and did not breach Section 2.3 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code, the Panel dismissed the complaint.