



# Case Study

Violence



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## Violence - Section 2.3 of the AANA Code of Ethics

### What did the ad include?

This TV ad for a financial product shows a couple eating at a restaurant. The man has a black eye. He explains that he has to fight a wrestler in order to access his wallet. He is then shown fighting for his wallet so he can pay for their meal.



This ad has been recreated for training purposes.

### What did the complainant say?

“It was funny but too violent for the time slot. My kids were pretty surprised at the violence. The wrestler smashed the guy in the head with a stool. I get it’s supposed to be fake as it’s a wrestler but the violence was a bit too much for the time slot.”


### What did the advertiser say?


“The ad was designed to position our brand as the better way to save money by showing a person going to absurd lengths to save money. The 'violence' in the ad is intentionally comedic as the idea of a professional wrestler walking into a fine dining establishment is ridiculous.”

### What did the Community Panel say?

The Community Panel noted that although the violence was fantastical, the level of harm and injury portrayed in the ad, including the black eye, was realistic and was not justifiable in the promotion of a financial product. The ad breached Section 2.3 of the AANA Code of Ethics.

### More information

 [Ad Standards violence webpage](#)

 [Read full case report \(0101-22\)](#)