

Case Report

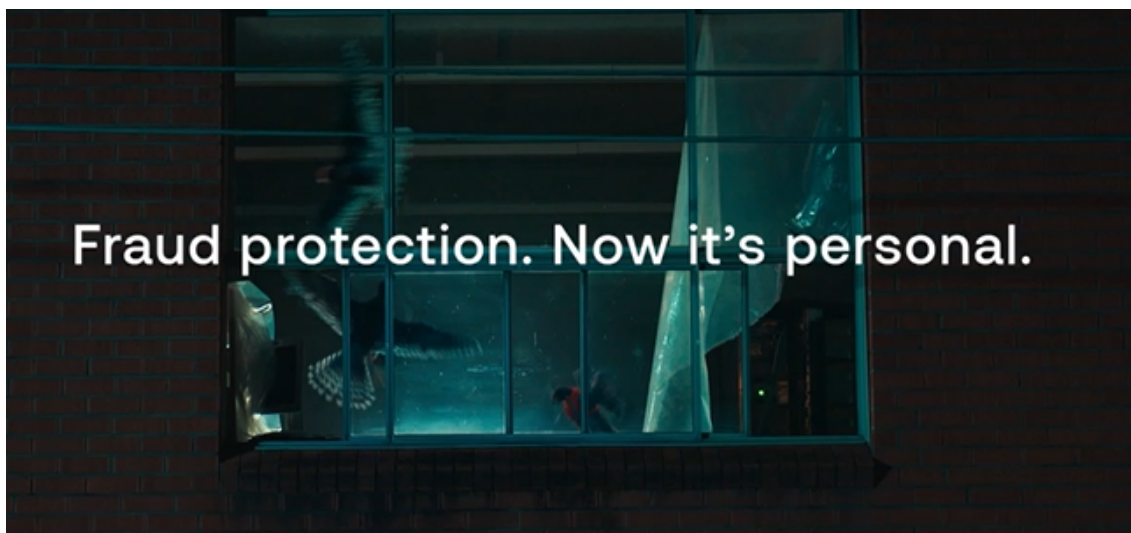
1. Case Number :	0131-24
2. Advertiser :	ANZ Banking Group Limited (ANZ)
3. Product :	Finance/Investment
4. Type of Advertisement/Media :	TV - On Demand
5. Date of Decision:	5-Jun-2024
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

This on demand TV advertisement promotes Falcon technology for fraud protection by ANZ Bank. It features a compilation of scenes where people use their ANZ bank cards to pay for various purchases, each accompanied by a personalised falcon. In one of the final scenes the falcons are seen peering into a window where a group of fraudsters are gathered. In the next scene, the falcons are shown flying around inside the room screeching, suggesting they are attacking the fraudsters.



THE COMPLAINT

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

I find the ad depicts violence from animals towards humans. People can be seen being attacked by birds. This is a bad portrayal of birds and is particularly incorrect for the species of a Falcon bird. I find this inappropriate for young audiences also.

THE ADVERTISER'S RESPONSE

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

Thank you for your letter dated 6 May, outlining a complaint received by Ad Standards relating to a TV (on demand) advertisement by ANZ Banking Group Limited (ANZ), which is part of ANZ's Falcon® technology campaign (Complaint).

We note that the Complaint submitted pertains to section 2.3 (Violence) of the AANA Code of Ethics which states: "Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised."

AANA Code of Ethics – Section 2.3 (Violence):

The complainant raised concerns that the advertisement depicts violence from animals towards humans. "I find the ad depicts violence from animals towards humans. People can be seen being attacked by birds."

The Falcons in this advertisement are a fantastical metaphor for ANZ Falcon® technology and how it monitors transactions to help protect customers against fraud, not a depiction of real Falcons or actual violence.

This fantasy world is made clear by Falcons that look like their ANZ customer. For example, the Falcons feathers reflect the ANZ account holder's wardrobe, and they have matching accessories - hats, glasses, jewellery or bags. This signals that it's not a real-world scenario.

At no point in the advertisement do you see violence or humans being attacked by the metaphorical Falcons.

On the basis of the above, we reject the complaint that the advertisement is violent.

The complainant also raises that "this is a bad portrayal of birds and is particularly incorrect for the species of a Falcon bird".

In the advertisement, Lavinia's Falcon is a metaphor for ANZ Falcon® technology. It's positively portrayed to represent how ANZ Falcon® technology monitors transactions to help detect fraud and keep customers' money safe.

Furthermore, while the Falcons featured in the advertisement are fantastical and surreal (for dramatisation purposes), they are based on the Peregrine Falcon. A Peregrine Falcon handler was consulted throughout the production process to ensure authenticity and credibility of the Falcons in the advertisement and there was a real, stand-in Peregrine Falcon on set. The Falcons you see in the advertisement are computer generated, but all movements were modelled based on actions performed by the real, stand-in Falcon as well as extensive online research of the Peregrine Falcon.

If viewers associate Lavinia's Falcon with an actual Falcon, we disagree with the statement that this depiction "is particularly incorrect for the species of a Falcon bird" based on the above.

The complainant suggests that the commercial is inappropriate for young audiences. "I find this inappropriate for young audiences also."

Each advertisement was pre-cleared and ultimately approved by ClearAds, and given a G rating, meaning that they can be shown at any time of day. A commercial with a G rating must "not contain any matter likely to be unsuitable for children to watch without supervision". On that basis, we reject the complaint that the advertisement is inappropriate for young audiences.

Other parts of Section 2 of the AANA Code of Ethics:

In your letter, you asked us to address all parts of Section 2 of the AANA Code of Ethics. Our position is that none of the other parts of Section 2 are relevant to the Complaint. However, for completeness, we provide the following comments:

- *2.1 Discrimination or vilification
Not applicable. There is no discrimination or vilification depicted in the advertisement.*
- *2.2 Exploitive & Degrading Sexual Appeal
Not applicable. There is no exploitive or degrading sexuality depicted in the advertisement.*
- *2.4 Sex, Sexuality and Nudity
Not applicable. There is no sex or nudity depicted in the advertisement.*
- *2.5 Language
Not applicable. The advertisement does not contain any offensive language.*

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 concerns that the advertisement depicts violence by animals towards humans, and is incorrect in the portrayal of falcons.

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

Portrayal of falcons

The Panel noted the complainant's concern that the advertisement is a bad portrayal of birds and is particularly incorrect for the species of a falcon bird. The Panel noted that this concern does not raise an issue under any of the advertising codes.

Section 2.3: Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

Does the advertisement contain violence?

The Panel noted the complainant's concerns that the advertisement depicts violence by animals towards humans.

The Panel considered that the portrayal of the falcons in the advertisement is highly stylised and fantastical, serving as a visual metaphor for the protection product.

However, the Panel noted that the visuals and narrative suggest that the falcons are swooping the hackers at the end of the advertisement and considered that this was a suggestion of violence.

Is the violence justifiable in the context of the product being advertised?

The Panel considered that although the scene at the end of the advertisement suggest that the birds may be swooping the hackers, this is implied rather than explicitly shown. The Panel considered that the birds could have been swooping in a manner designed to stop the hackers' activities, and also act as a metaphor for 'protecting' an object, rather than with the intent to harm them. The Panel noted that the advertised product was a fraud protection product, and considered that the visual metaphor of the falcons protecting against online attacks was justifiable in relation to advertising this product.

Section 2.3 Conclusion

The Panel concluded that the advertisement 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.