

Case Report

1. Case Number :	0132-24
2. Advertiser :	ThePhoenix.au
3. Product :	Entertainment
4. Type of Advertisement/Media :	Internet
5. Date of Decision:	5-Jun-2024
6. Decision:	Upheld – Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

This internet advertisement is for an upcoming tour for the band Cradle of Filth. The picture features an image of a giant man biting the side of a woman and there is blood dripping down her body. The image includes other naked people seemingly worshipping this man.



THE COMPLAINT

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

We are in the middle of a crisis about male violence towards women. This and was posted on Facebook and is on the Metros website.

I think the imagery in the ad is inappropriate, and particularly poorly-timed given the current prominence of issues relating to violence against women. It was sent via email by a very mainstream company, and is presumably being sent to anybody who is on the advertising company's mailing list regardless of their age.

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.

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 complainants' concerns that the advertisement depicts violence against women.

The Panel viewed the advertisement and noted the advertiser did not provide a response.

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 that the advertisement depicted a giant man biting into the side of a woman causing her to bleed. The Panel noted that the women in the image were naked, and two of the women were depicted as reaching for and caressing the giant man. The Panel considered that this was a depiction of graphic and sexualised violence.

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

The Panel noted the Practice Note for this section of the Code which states:

“Although the depiction of violence in an advertisement may be relevant to the story being told in the advertisement, any violence must also be justifiable in

the context of the product being advertised, or else will be in breach of this section of the Code... sexual violence is not acceptable under any circumstances.”

The Panel noted that the advertisement is for a show by extreme gothic metal band Cradle of Filth. The Panel noted that metal bands are often known for their violent lyrics and music, and the image is likely a reflection of the band’s genre..

The Panel noted that the image was reminiscent of a famous artwork portraying a Greek god devouring his son, however unlike the artwork, this advertisement featured women and depicted scenes of sexualised violence. The Panel considered that while the image might align with the band’s preferred style and music themes, using such graphic and sexualised violence imagery to promote a tour on widely visited websites was not justifiable, particularly for audiences not familiar with the band or their style of music. The Panel considered that other images could have been used to promote the tour, especially on theatre and ticketing websites.

Section 2.3 Conclusion

The Panel found that the advertisement did breach Section 2.3 of the Code.

Conclusion

Finding that the advertisement did breach Section 2.3 of the Code, the Panel upheld the complaints.

THE ADVERTISER’S RESPONSE TO DECISION

We have notified the artist and the venue. We will replace the artwork with something generic by the end of the week and simultaneously make a media announcement regarding the panel's decision.