Case Report

Case number:	0247-26
Advertiser:	Liteorange Creation PTE LTD
Medium:	App
Decision date:	7-Oct-2026
Decision:	Breach
Action:	Ad removed

ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.3 Violence - breach

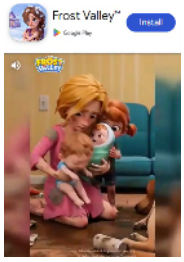
AD DESCRIPTION

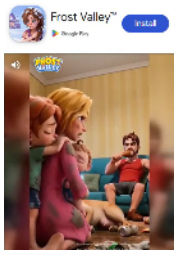
This animated in-app game ad promotes a game called 'Frost Valley'. It opens with a little girl with dirty knees and tattered clothing pulling on her mother's tattered dress. Her mother looks sad, and is holding a baby in one hand, and a broom in the other. The little girl says, 'Mom, this baby!' and points to a crawling infant attempting to drink from a dog lying in the middle of the room. The mother quickly reacts, pulling the infant away. As the mother tries to comfort the crying infant, a man is shown sitting on the couch eating a piece of chicken. He looks at the woman, kicks an empty can and chuckles.

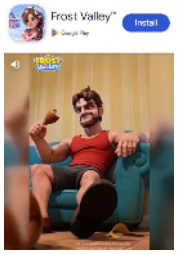
The screen then shows an animated hand that has to choose between 'Leave' and 'Endure' on-screen. The animated hand selects 'Leave', and the mother and her three children are shown walking through a park at night. The mother is carrying the small baby, has the infant lying in a shopping trolley, and the young girl is walking beside the trolley.

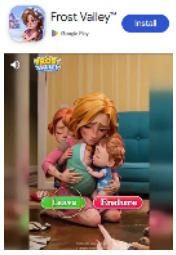
During the following scenes, the animated hand, meant to resemble someone playing the game, makes a few selections to help the mother improve their living conditions. Examples include cleaning up the dirty room, painting the walls, each resulting in the family laughing and smiling.

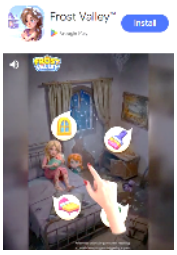
At the end, a carousel shows various other scenarios as part of the story, and a voice says, 'Frost Valley. Play Now', while the phrase 'Unlock New Story Play Now" appears on-screen.











Complaint

A complaint was received on the grounds that the ad depicts domestic abuse.

Advertiser response

The advertiser responded that the ad does not depict abuse, but merely shows the game player choosing to leave an undesirable situation, after which the player goes through certain actions to improve the character's living conditions.

A copy of the advertiser's full response is included as Appendix A.

Decision

The Panel found that the ad was in breach of section 2.3 of the AANA Code of Ethics, as the ad depicted behaviour that could be considered violence or abuse.

ASSESSMENT AND DECISION

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

The Practice Note states:

> Section 2.3 prohibits the use of violent content unless it is justifiable in the context of the product or service advertised. 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.

Panel assessment

The Panel considered that the ad depicted a home environment where an overwhelmed mother is left to mind the children while a man, presumed to be the father, relaxes on the couch. During this scene, the man is shown kicking a can with a smirk on his face, which the Panel interprets as suggesting that he views cleaning as the woman's responsibility, and has no intention of helping even when it is clear that she is struggling.

The Panel noted that the ad then presents the player with the option to 'Leave' or 'Endure'. While player than opts to 'Leave' the characters (a mum, a toddler and two babies) are shown shivering in a room with rats and broken windows, which the player then progressively repairs to improve.

The Panel acknowledged that the purpose of the game appeared to be to improve things for the mother who left the abusive environment, but considered that the apparent disrespect and disregard for the wellbeing of the mother and children by the man on the couch would likely be considered domestic and psychological abuse. In this context, the Panel considered that the ad depicted unjustifiable violence.

Panel decision

As such, the Panel found that the ad breached Section 2.3 of the AANA Code of Ethics.

OTHER CONSIDERATIONS

The Panel found that the ad did not breach any other section of the relevant advertising codes.

ACTION

The advertiser confirmed that the ad would be removed and would no longer be served to Australian audiences.

APPENDIX A: ADVERTISER RESPONSE IN FULL

Thank you for the opportunity to respond to Case 0247-26. The Frost Valley advertisement depicts a mother leaving a difficult household situation with her children after “Leave” is selected rather than “Endure”. It then shows merge-style activities used to clean and improve their accommodation.

Regarding Section 2.3, we understand that the opening scene and the “Endure” option may cause concern. The narrative nevertheless depicts departure from that situation and assistance to the family. It does not show the player committing or being rewarded for abuse.

The opening scene does not expressly depict financial control, although viewers may infer it from the family’s circumstances. We do not condone domestic abuse or suggest that victims are responsible for their circumstances.

Regarding Sections 2.1 and 2.2, the main narrative does not present women or children as inferior or deserving mistreatment, or use sexual appeal to promote the merge-and-renovation activities.

Regarding Sections 2.4 and 2.5, the main household and renovation scenes show clothed characters without sexual activity; the prominent choices are “Leave” and “Endure”. These observations concern the main sequence and do not replace consideration of all dialogue and closing story cards.

Regarding Section 2.6, the later activities focus on improving unsafe living conditions.

Regarding Section 2.7, the game name, “Install” prompt and “Play Now” call to action identify the content as advertising.

We ask the Panel to consider the full narrative and will cooperate with its review.