



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0147/10
2	Advertiser	Take 2 Interactive Software Pty Ltd
3	Product	Entertainment
4	Type of Advertisement / media	TV
5	Date of Determination	28/04/2010
6	DETERMINATION	Dismissed

ISSUES RAISED

2.2 - Violence Other

DESCRIPTION OF THE ADVERTISEMENT

This TV advertisement with cartoon style graphics is an excerpt from a computer game which depicts a young girl with yellow eyes being pursued by a variety of alien-like creatures and a large character in old style diving suit carrying a weapon. They fight amongst themselves whilst attempting to capture the girl. Vintage “Daddy won’t you please come Home” by Annette Hanshaw plays over the advertisement. The MA15+ classification and warning ‘strong horror themes, violence and coarse language’ is clearly visible during the opening scene and on box. Voice over - Bio shock Two out now.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

This ad for playstation bioshock2 is abhorrent to me.. way too much violence and just plain evil. no wonder the youth of today are so violent towards each other. it just incites more violence. it is the key to all the horrible things that the human race is doing to each other more and more often these days. Even the name says it all BIOSHOCK once again lowering the standards by which we live. I'm fed up with it

THE ADVERTISER’S RESPONSE

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

The violence in the Bioshock 2 ad that was shown on Channel 7 was justified in the context of the game as explained below.

Bioshock 2 is an MA15+ rated game that is set in the fictional dystopian city Rapture in alternative history 1968, eight years after the events of Bioshock. The protagonist and player-controlled character is a Big Daddy that scours the city in a vain attempt to relocate the Little Sister that he was paired with. The 'Little Sisters' in the game, like all in-game characters, are purely fictional and are more alien than human.

We regret any offense the commercial may have caused. We believe, however, as you can see from the above explanation, that the ad was in no way out of context to the game and relates directly to the aspect of the game it was advertising.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the "Code").

The Board noted the complainant's concerns that the advertisement portrayed violence and contributed to the lowering of community standards.

The Board noted the advertiser's response and considered whether the advertisement was in breach of section 2.2 of the Code. Section 2.2 of the Code states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Board considered whether violence in the advertisement was justifiable in the context of the product being advertised – that is, an MA15+ rated computer game. The Board noted that the classification of the game was clearly shown during the advertisement and that the violent images shown were extracts from the game itself. The Board noted that the advertisement is classified 'T' which means that it can only be shown in M timezones. Considering that the advertisement is shown in an M timezone the Board considered that the images were not excessively frightening and that as the images are from a computer game targeted at an adult product the violence in the advertisement is justifiable in the context of the product advertised. The Board determined that the advertisement does not breach 2.2 of the Code.

Finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.