



## **CASE REPORT**

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|-------------------------------|------------------------------------|
| 1. Complaint reference number | 03/03                              |
| 2. Advertiser                 | Electronic Arts (Need for Speed 2) |
| 3. Product                    | Toys & Games                       |
| 4. Type of advertisement      | TV                                 |
| 5. Nature of complaint        | Health and safety – section 2.6    |
| 6. Date of determination      | Tuesday, 11 February 2003          |
| 7. DETERMINATION              | Dismissed                          |

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement depicts two policemen sitting in a stationary police car when a vehicle with two young men pulls alongside. One of the young men gets out from the car and is indicated to urinate on the police car. He returns to his own car and drives off. The police then activate their siren and set off in pursuit. It becomes clear that the car chase is only imaginary, in the style of the game *Need for Speed 2*. The final image displays the advertiser's logo and the text: 'Challenge Everything.'

## **THE COMPLAINT**

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

*"...It encourages the target audience (youths) to entice police into high speed chases. Given this is an illegal act, and a serious problem in our community...why are we endorsing it..."*

## **THE DETERMINATION**

The Advertising Standards Board ['the Board'] considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics ['the Code'].

The Board noted that the advertisement portrayed a game, and found that it did not breach the Code in relation to health and safety issues.

The Board further found that the advertising material did not contravene the Code on any other grounds and, accordingly the complaint was dismissed.