



CASE REPORT

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| 1. Complaint reference number | 126/99 |
| 2. Advertiser | Electronic Arts (EA Australia) (Need for Speed) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 8 June 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement shows a dimly lit scene of a road on the crest of a hill. The scene is apparently a computer-generated graphic; however, this may not be immediately evident to the viewer. A car is seen travelling at high speed over the crest of the hill, becoming momentarily airborne and then returning to the road generating a shower of sparks. Three further cars follow it, all traveling at high speed and each becoming airborne as they crest the hill. The words ‘If you really want to fly’, then ‘Pilot a Falcon XR8’ appear on the screen followed by a computer graphic of a motor vehicle. The advertisement concludes with the words ‘Need for speed – High stakes’ and ‘Playstation’ appearing on the screen, with matching voiceover.

THE COMPLAINT

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

“I felt this ad was inappropriate going into the Easter Holiday – or on the air anytime for that matter.”

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material depicted in the advertisement would not offend prevailing community standards on health and safety. It was noted that the advertisement related to a computer game and was not showing actual motor vehicles engaged in unsafe road conduct. The Board determined that the advertisement did not breach the Code on this or any other ground and, accordingly, dismissed the complaint.