



CASE REPORT

1. Complaint reference number	132/98
2. Advertiser	Sony Computer Entertainment Aust. Pty Ltd (Point Blank)
3. Product	Information Technology
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 8 September 1998
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows a Court room. A Judge says, 'Before I pass sentence let me say that I have never seen such heinous crimes committed so flippantly. Who would use this deadly accurate weapon to blow away sweet little ducks?' The Judge is shown holding up a plastic bag containing an 'exhibit' which appears to be a weapon of some description. The Judge continues, 'Then actually enjoy shooting 20 of god's creatures in 10 seconds, its sick.' There is an audible gasp from the people in the Court room as the camera moves to show the accused, a young man with fair curly hair, who looks up and says, 'You're just saying that cause you only hit 12...' The advertisement then shows the Sony (Playstation) itself which includes visuals of ducks 'exploding' on impact. The end of the advertisement shows the game itself in its packaging together with the 'shooting weapon' that comes with the game. A voiceover talking about the game says, 'Mad crazy point blank joins time crisis in the playstation gallery of shooting games, its so funny its criminal...'

THE COMPLAINT

Comments the complainant made about the advertisement included:

'...The ad...showed a young man with blonde very curly hair. I feel this advertisement bears too much similarity to the tragic events of Port Arthur and I feel it is in very bad taste.'

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 was of the opinion that the advertisement would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint.