



## **CASE REPORT**

1. Complaint reference number	151/01
2. Advertiser	Nintendo Australia Pty Ltd (Conkers Bad Fur Day)
3. Product	Toys & Games
4. Type of advertisement	TV
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Tuesday, 10 July 2001
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

The television advertisement opens on an animated character singing, with accompanying captions, ‘I am the great mighty Poo, and I’m going to throw my BEEP at you. A huge supply of tish come from by chocolate starfish. How about some scat you little twat?’ A closing graphic shows a boxed game titled ‘Conker’s Bad Fur Day,’ with a Nintendo logo and a caption reading ‘The biggest names in games.’

## **THE COMPLAINT**

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

*‘I find this advertisement to be totally appalling and offensive. The insistent focus on the scatological elements of the game, the foul language used throughout and the general tone of the advertisement really does make you stop and question how low can we as intelligent beings really stoop in the name of fun and entertainment.’*

## **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 determined that the advertisement did not contravene the Code’s provisions relating to language, and did not otherwise breach the Code. Accordingly, the Board dismissed the complaint.