



CASE REPORT

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| 1. Complaint reference number | 172/01 |
| 2. Advertiser | Nintendo Australia Pty Ltd (Game Boy Advance) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1 |
| 6. Date of determination | Tuesday, 10 July 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a jungle warfare scene, cuts to an octopus on a tray, and then switches to a church scene where cloaked monks are revealed to be wrestlers before a young man sitting in one of the church pews is shown to be putting away a Game Boy unit. A closing caption reads ‘Game Boy Advance’

THE COMPLAINT

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

‘This advertisement depicted Satanists “mocking a Church service” with a Satanic priest leading “chants”—which were said over every viewer, who were innocently watching a family movie. Chants bring curses over people; not blessings.’

‘My husband and I consider this advertisement discriminates against the reverence of a Church service of Christian faith by mocking such events in such a way that is totally disrespectful and unnecessary.’

THE DETERMINATION

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

Noting the advertiser’s response that the commercial was set in a church—‘which for many teenagers is acknowledged as an enforced and generally un-exciting activity’—and employed characters recognizable from Nintendo games, the Board determined that the advertisement did not breach the Code on grounds of discrimination/vilification. Finding that the advertising material did not contravene any other provision of the Code, the Board dismissed the complaint.