



CASE REPORT

1. Complaint reference number	184/01
2. Advertiser	Sony Computer Entertainment Aust Pty Ltd (Playstation 2 'Speedster')
3. Product	Toys & Games
4. Type of advertisement	Print
5. Nature of complaint	Violence Other – section 2.2
6. Date of determination	Tuesday, 14 August 2001
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement features a photograph of a lounge room where a young male has evidently suffered an accident and is shown [legs only] lying on a drink-stained carpet, his trousers torn and one shoe off, alongside an overturned arm chair positioned in front of a computer game console. Under the photograph, text reads: “Experience every bump, grind and corner of the track with Speeder 2 boasting features only an official Playstation product can deliver: Superior gear stick–rubberized steering wheel–strong steel shaft–built-in vibration function. Speedster 2.”

THE COMPLAINT

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

‘How can anyone think that this advertisement is tasteful when the picture even has stains on the carpet which may be from a drink, but look like blood?’

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 breach the Code on any ground and, accordingly, dismissed the complaint.

In reaching its decision, the Board noted the advertiser’s explanation that the advertisement was ‘clearly targeted at an audience that understands that it is an advertisement for a product that will enhance their gaming experience’.