



CASE REPORT

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| 1. Complaint reference number | 190/04 |
| 2. Advertiser | Atari Australia Pty Ltd (Driv3r) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 10 August 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is a print advertisement which depicts an image of a man pointing a gun out of the car window. The advertisement is for a Playstation 2 game called DRIV3R and the tagline is: “Good. Bad. Both.”

THE COMPLAINT

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

“There is a photograph of a driver sitting in a car holding a gun out the window of the car.”

THE ADVERTISER’S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

“As you can see from the attached imagery the artwork is highly stylized and non realistic and poses no threat to the community.”

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches section 2 of the Advertiser Code of Ethics (the “Code”).

The Board was of the view that in the context of prevailing community standards, the majority of people would not find this advertisement offensive.

The Board found that the depiction did not contravene the provisions of the Code relating to violence.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.