



CASE REPORT

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| 1. Complaint reference number | 191/02 |
| 2. Advertiser | Sony Computer Entertainment Aust Pty Ltd (Playstation 2/Logitech Driving Force Steering Wheel) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Monday, 12 August 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement includes a photograph of a rolled condom over text reading: ‘Feel nothing,’ together with a picture of a high-tech steering wheel under which a caption reads: ‘Feel everything.’ In smaller print, the advertiser’s logo appears with a description of the Playstation 2-compatible ‘Logitech Driving Force steering wheel’ as the ‘ultimate driving experience.’

THE COMPLAINT

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

“...I feel the ad. Is about the worst I have seen in regards...(to) the use of condoms...it implies that when having sex with a condom, you feel nothing.”

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 health and safety provisions of the Code.

Finding that the advertising did not contravene any other sections of the Code, the Board accordingly dismissed the complaint.