



CASE REPORT

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| 1. Complaint reference number | 213/98 |
| 2. Advertiser | Nintendo Australia Pty LTd (F1 Grand Prix) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 10 November 1998 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement shows two men playing the (F1 Grand Prix) Nintendo game. The winner of the game makes use of the instant replay feature by repeatedly asking the loser to 'play that again.' A voiceover says, 'F1 Grand Prix with the instant replay feature, revel in your victories, wallow in your defeat. After this voiceover, the winner turns to the side and wiggles his backside in the face of the other player.

THE COMPLAINT

Comments the complainants made about the advertisement included:

'The commercial in general is fine except for at the end the winner...puts his bottom in the other man's face. My son (5 yr old) of course, thinks this is pretty funny but I find it quite offensive and don't see why it is necessary in a commercial aimed at children of all ages...It is difficult to adequately explain why they can do it on television but he can't do it in life without getting into trouble!'

'Couldn't they think of a better way to bring this ad across.'

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 was of the view that the advertisement would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint.