



CASE REPORT

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| 1. Complaint reference number | 225/04 |
| 2. Advertiser | Activision Asia/Pacific (Doom 3) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 14 September 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is an outdoor advertisement which features images of characters and figures from the DOOM3 video game. The copy says ‘OUT NOW’.

THE COMPLAINT

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

“There is an image in the ad that is quite frightening. I was shocked myself to see it and immediately offended that the image would be displayed publicly. My primary concern is that if my children saw it, it would cause them firstly to be frightened and secondly to have nightmares and or affect their behaviour such as too scared to go to the toilet at night.”

THE ADVERTISER’S RESPONSE

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

“The images in the advertisement have been taken directly from the videogame and Activision would disagree with any claim that the images portray or present violence in an unjustifiable way in the context of the product.”

“Activision hopes that the AANA board will agree that the images used in the advertisement are justifiable in the context of presenting the key, relevant features of the game .”

THE DETERMINATION

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

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.