



CASE REPORT

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| 1. Complaint reference number | 258/99 |
| 2. Advertiser | Sony Computer Entertainment Aust Pty Ltd (Syphon Filter) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Other - Miscellaneous |
| 6. Date of determination | Tuesday, 10 August 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a sequence of scenes from military history showing soldiers in various combat situations wearing gas masks, with the superimposed words 'Mustard Gas 1917 ... Nerve Gas 1944 ... Sarin Gas 1991 ... Syphon Filter 1999 – Don't let it happen again'. Voiceover is then heard saying 'Your mission is to eliminate the terrorist threat of biological war – In Syphon Filter' as a number of scenes are shown from the PlayStation computer game.

THE COMPLAINT

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

"The appalling use of footage from WWI, WWII and Vietnam to sell their product is a disgrace ... I am offended by their comparison of gas victims in war to their video game."

"I find it incomprehensible that a game can be advertised in such a fashion to glamorise the atrocities and fatal injuries which have been endured by numerous victims of this horrid implement of war."

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics ('the Code').

The Board determined that the historical scenes depicted in the advertisement did not offend prevailing community views and standards. The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.