



CASE REPORT

1. Complaint reference number	26/99
2. Advertiser	Sony Computer Entertainment Aust Pty Ltd (Double Lives)
3. Product	Toys & Games
4. Type of advertisement	TV
5. Nature of complaint	Other - Miscellaneous
6. Date of determination	Tuesday, 9 February 1999
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The advertisement opens in black and white. A young suited man walks down a street saying, 'For years, I have lived a double life. In the day, I do my job...roll up my sleeves with the hoi polloi...but at night (the visuals change to colour and the young man is now shown naked from the waist up)... I live a life of exhilaration...' The advertisement then features a series of other people in a variety of settings and walks of life all speaking parts of the advertisement's script. The script and visuals include the following:

Gangster type character 'I won't deny it, I've been engaged in violence even indulged in it...'

Man in bath : 'I have exhibited disregard for life...'

Man in wheelchair : 'limb'

Man in bath : '...and property...'

Woman: 'You may not think it to look at me.'

Another woman : '...but I have commanded armies...'

A child : '...and conquered wars...'

Older man: '...I have set morality aside...'

Man in wheelchair : '...I have lived a double life ... but at least I can say...'

Original man in suit: '...I have lived.'

The advertisement concludes with the superimposition on the screen of the words, 'Do not underestimate the power of Playstation.'

THE COMPLAINT

Comments the complainants made regarding this advertisement included the following:

'I am, almost, lost for words with regard to the messages this ad conveys to young people, ie disregard for fellow human beings and society...stunned at the pathetic and aggressive nature of the advertising used.'

'The commercial...appears to condone antisocial behaviour in real life, rather than as an activity in the electronic game...I would query the classification of such a commercial as fitting in a time slot during which children in their formative years for moral development are confused by the "right" and "wrong" of behaviours displayed as "appropriate and fun" by commercials...'

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 would not offend prevailing community views and standards and did not breach the Code. The Board dismissed the complaint.