



CASE REPORT

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| 1. Complaint reference number | 271/00 |
| 2. Advertiser | Aristocrat Technologies Aust Pty Ltd |
| 3. Product | Gaming |
| 4. Type of advertisement | Radio |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 17 October 2000 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The radio advertisements consist of a short, synthesised tune, representing one of the sounds made by Aristocrat poker machines in ‘win’ mode. Some minutes later, a further advertisement is broadcast for Aristocrat’s Club of the month or other similar promotion. An example comprises the sound of a gong; followed by a choral chant; then a voiceover, ‘Inca Sun’; the ‘win’ tune; and a final voiceover, ‘At your local gaming venue now.’

THE COMPLAINT

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

‘As a person trying to overcome poker machine gambling difficulties I find it particularly disturbing that I hear the “WIN” tune from a poker machine played in between ad’s (sic) on the radio. With no accompanying message I can only assume the people responsible for this method of advertising are aiming for a “subliminal” effect.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics (‘the Code’).

The Board determined that the advertisement did not breach the Code on any ground and, accordingly, dismissed the complaint.