



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 278/03 |
| 2. Advertiser | Atari Australia Pty Ltd (Tomb Raider 2) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 9 September 2003 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This bus poster advertisement incorporates graphic representations of the game character Lara Croft holding guns in both hands, together with other graphics and text reading: ‘Laura’s back...Laura Croft Tomb Raider...The Angel of Darkness...Out Now on PlayStation...Also On PC-CD Rom’

THE COMPLAINT

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

“There is an enlarged graphic of Lara Croft aiming 2 hand guns, with the guns in the foreground and oversized. This sends the wrong image to children etc.”

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 noted a response from the advertiser pointing out that: ‘...as most games that are of the ‘shoot em up’ genre involve weapons...advertises for said games portray the nature of the gameplay invariably by utilising images of game characters carrying large guns in action sequences.’

In the Board’s view, most people would relate the advertising images to the make-believe world of computer games.

On its determination that the depiction did not contravene the provisions of the Code relating to the portrayal of violence, and that the material did not otherwise offend the Code, the Board dismissed the complaint.