



CASE REPORT

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| 1. Complaint reference number | 346/04 |
| 2. Advertiser | Sony Computer Entertainment Aust Pty Ltd (Getaway) |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 7 December 2004 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The advertisement features a variety of scenes, which appear to be from a travel lifestyle show, which become increasingly graphic, including a man being chased across a rooftop, a male kissing and taking two women into his hotel room and a man crying in a toilet booth whilst someone tries to kick the door in. The visuals then become animated as a character fires a gun, a car screeches on a bridge and someone is strangled. The tagline is “Wish you were here?” and the Playstation 2 electronic game Getaway is shown.

THE COMPLAINT

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

“An interesting ad to start, looked like it was promoting a TV show. Progressively became very strange and we had no idea what it was about. Ultimately disturbingly violent. As the mother of small children just entering into the world of playstation, I will endeavour to steer my children away from their product.”

THE ADVERTISER’S RESPONSE

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

“The Getaway: Black Monday was given a MA15+ rating by the Office of Film and Literature as it contained medium level animated violence, high level course language and sexual references. The commercial was developed to portray elements of the gaming experience.”

“All placements occurred within these parameters. Given the above, we believe the advertisement falls within all sections of the Advertising Code.”

THE DETERMINATION

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

The Board was of the view that the depictions of violence were justified in the context of the goods being advertised, that is, an electronic game which was centered around such depictions.

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.