



CASE REPORT

1. Complaint reference number	347/04
2. Advertiser	Take 2 Interactive Software P/L (Grand Theft Auto - San Andreas)
3. Product	Toys & Games
4. Type of advertisement	Outdoor
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 is a print advertisement which features an animated picture of 3 men in caps, glasses and/or face masks pointing guns out of the windows or roof top of their car. The advertisement is for the Playstation 2 game “Grand Theft Auto – San Andreas.”

THE COMPLAINT

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

“... I am concerned that this hyper-violence and glorification of crime is allowed to be marketed. I question the appropriateness of both posters and the messages that it gives young impressionable minds.”

THE ADVERTISER’S RESPONSE

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

“... the images are all heavily stylized and cartoonish.”

“... this is an image taken from scenes within the game and is representative of a facet of the gameplay. As such it falls fully within the stipulation within section 2.2 of the AANA Advertiser Code Of Ethics as justifiable in the context of the product advertised.”

THE DETERMINATION

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

The Board noted that the image was taken from scenes within the game being advertised. The Board was of the view that the depictions were justified in the context of the goods being advertised.

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.