



CASE REPORT

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| 1. Complaint reference number | 356/99 |
| 2. Advertiser | Nintendo Aust Pty Ltd |
| 3. Product | Toys & Games |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Violence Other – section 2.2 |
| 6. Date of determination | Tuesday, 9 November 1999 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement commences with a scene of four characters from different Nintendo games walking hand in hand through a meadow setting. They then begin to fight amongst themselves, punching and kicking, as voiceover says “Something’s gone wrong in the happy go lucky world of Nintendo. Introducing Super Smash Brothers. Where all your favourite characters go toe to toe in one four player, star studded slamfest. Only on Nintendo 64”.

THE COMPLAINT

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

“... an intentionally high degree of realistic violence. At best this commercial should be rated PG and should not be screened during children’s viewing hours. It was particularly galling and upsetting to have what seemed lovable characters holding hands to then quickly switch to an unwarranted street brawl scene.”

“... the music and characters are very attractive to children who couldn’t help themselves but pay attention, to then have to watch these fun looking toys become violent.”

THE DETERMINATION

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

The Board determined that the advertisement did not breach the Code and would not offend prevailing community standards. It was noted that the confrontations between the characters were consistent with their actions in the computer games in which they appear. The Board, accordingly, dismissed the complaint.