



## **CASE REPORT**

1. Complaint reference number	523/08
2. Advertiser	Sony Computer Entertainment
3. Product	Toys & Games
4. Type of advertisement	Outdoor
5. Nature of complaint	Language – use of language – section 2.5
6. Date of determination	Wednesday, 17 December 2008
7. DETERMINATION	Dismissed

## **DESCRIPTION OF THE ADVERTISEMENT**

This outdoor advertisement by Sony Group Entertainment for its Playstation 3 game Little Big Planet shows a brown figure made of knitted material with its arms in the air with the words "In my world I fart when I'm happy" appearing above the figure. The game and a web address appear at the bottom of the advertisement.

## **THE COMPLAINT**

A sample of comments which the complainant/s made regarding this advertisement included the following:

*I believe that this text is in bad taste and crude. I do not want to see such text when coming to work each morning or when driving my family near my house.*

## **THE ADVERTISER'S RESPONSE**

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

*The Littlebigplanet game is one where you are able to create your own levels and worlds from whatever subject matter you choose. So from young to old, you can create something that appeals to your own sense of fun.*

*This particular execution speaks to a world created out of farts. Although this natural bodily occurrence may be offensive to some, to others it is a humourous part of the human function and brings smiles and laughter to a segment of the population. This particular ad was not meant to bring offence, but rather to highlight that in Littlebigplanet, you can create fun out of ANYTHING.*

*We apologize if this ad offended you and hope you are able to recognize the humour intended. Please note that these executions are expected to be off-air December 13th, 2008.*

## **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 the complainants' concerns that the language used in the advertisement was in bad taste and appeared in a public place.

The Board considered the application of Section 2.5 of the Code, relating to the use of language.

The Board noted that some people may regard the use of the word "fart" to be in poor taste and would be offended by its use in a public setting. However, the Board considered that the word "fart" was not strong or obscene language, and was in common use as part of the Australian vernacular. The Board therefore considered that most members of the community would not find the language offensive and therefore found no breach of Section 2.5 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.