



**ADVERTISING  
STANDARDS  
BUREAU**

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph: (02) 6262 9822 | Fax: (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)

## **CASE REPORT**

- |                               |   |
|-------------------------------|---|
| 1. Complaint reference number | 72/99   |
| 2. Advertiser                 | GT Interactive Software Aust Pty Ltd (Oddworld) |
| 3. Product                    | Toys & Games                                    |
| 4. Type of advertisement      | Outdoor   |
| 5. Nature of complaint        | Other - Miscellaneous                           |
| 6. Date of determination      | Tuesday, 9 March 1999                           |
| 7. DETERMINATION              | Dismissed                                       |

## **DESCRIPTION OF THE ADVERTISEMENT**

The billboard advertisement comprises a visual image and text. The visual image (computer generated) is of a space creature/alien lying on its side. Green gas is wafting upwards from between the creature's legs. The caption above the visual image is, 'Just did it!' followed by the words 'It's time to save Oddworld again!' There are advertiser details at the foot of the advertisement.

## **THE COMPLAINT**

Comments the complainant made regarding this advertisement included

the following:

*'(The advertisement) depicts a green alien letting-off green gas from his backside which fills the left side of the billboard...I think this billboard advertisement is base and an affront to human decency. It is in fact gutter standard.'*

## **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 determined that the advertisement would not offend prevailing community standards and views and did not breach the Code. The Board dismissed the complaint.