



## **CASE REPORT**

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|-------------------------------|---|
| 1. Complaint reference number | 91/99   |
| 2. Advertiser                 | Nintendo Aust Pty Ltd (Pokemon Game Boy)                                      |
| 3. Product                    | Toys & Games  |
| 4. Type of advertisement      | TV  |
| 5. Nature of complaint        | Violence Other – section 2.2<br>Other - Causes alarm and distress to children |
| 6. Date of determination      | Tuesday, 13 April 1999  |
| 7. DETERMINATION              | Dismissed   |

## **DESCRIPTION OF THE ADVERTISEMENT**

The advertisement shows an animated character/creature boarding a bus driven by a ‘human’ bus driver. There are a number of other animated creatures on the bus and the driver drives them to what appears to be some sort of industrial site. He then leaves the bus saying he’ll be ‘right back’. The visuals then show that the bus is actually being compressed by some giant piece of machinery (following the bus driver’s pushing of a red button). The bus (complete with creatures) is compressed/transformed into a Nintendo Gameboy and a young person’s voiceover says, ‘Where can you catch a Pokemon? On your Gameboy that’s where.’ This is followed by some information about the product and a visual of the bus driver gleefully playing with his gameboy.

## **THE COMPLAINT**

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

*‘The slob of a bus driver with happy little animal (sic) on board Drives them into a huge vice and squashes them to death.’ If the game is anything like the ad I would advise all parents to be aware of what their children are playing with...’*

## **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 did not constitute a breach of the Code and dismissed the complaint. Board members noted, in passing, the obviously light hearted and unrealistic portrayals in the advertisement.