



CASE REPORT

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| 1. Complaint reference number | 36/09 |
| 2. Advertiser | Wicked Campers |
| 3. Product | Travel |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 11 February 2009 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This print advertisement from Wicked Campers for its campervans includes an image of two kangaroos mating. Speech balloons point to each of the kangaroos and readers are asked to tell the company what each of the kangaroos are saying for a chance to win a free holiday in a campervan. The company logo appears in the top left the word "Pay with your soul not your wallet" in the top right and above the image are the words "Australia is easy in a Wicked Camper". Contact details appear at the bottom of the advertisement.

THE COMPLAINT

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

It isn't appropriate for children or the general public to be subjected to their filth. Other ads that I've seen whilst travelling around Australia on the side of their vans promote- Drug use, sex, etc

THE ADVERTISER'S RESPONSE

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

Wicked Campers wasn't aware that the Government had outlawed indigenous wildlife copulating in public places. Wicked Campers is in no position nor does it have the staff power to stop one of Australia's most well-known national emblems, the kangaroo, from 'getting jiggy' and fulfilling its responsibility to the well-being of the species, or from people taking pictures of the aforementioned copulation. In any case, Wicked Campers would be delighted to see some evidence of this stark accusation and whatever alleged, 'comments,' are supposed to have been said on the alleged poster.

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 about the depiction of two kangaroos mating and the crass nature of some of the accompanying text.

The Board noted that no strong or obscene language was used in the advertisement and therefore found no breach of Section 2.5 of the Code, relating to language.

The Board considered the photograph of animals mating was not contrary to Section 2.3 of the Code, relating to sex, sexuality and nudity.

The Board considered the concerns expressed were largely on the basis of a breach of social values. However, the Board found nothing in the advertisement in breach of any particular section of the Code.

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