



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0013-20
2. Advertiser :	Wicked Campers
3. Product :	Other
4. Type of Advertisement/Media :	Transport
5. Date of Determination	22-Jan-2020
6. DETERMINATION :	Upheld - Not Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.5 Language
AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

Wicked van with SA registration "S081BSP". Text states "Lets play a game of fuck-off. You go first" on the back.
The side of the van features an image of a snake, a hand holding a joint and the words 'ride the snake'.

THE COMPLAINT

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

This kind of language has no place in public on a place where children and others offended by such language will see it.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Advertiser did not provide a response.



THE DETERMINATION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concerns that the wording on the vehicle was inappropriate and offensive.

The Panel viewed the advertisement and noted the advertiser had not provided a response.

The Panel considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: "Advertising or Marketing Communications shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided".

The Panel noted it had previously considered the phrase "Let's play a game of fuck off. You go first" in case 0013-18 in which:

"The Panel noted that it had upheld similar complaints for Wicked Campers 0091/14, 0044/15, 0360/16, and 0467/17 that included the text 'fuck', 'fucking' and 'mother-fucking'. The Panel considered that in the above mentioned cases the word "fuck" and its derivatives were not appropriate for an audience that would include children and that it is a word which most members of the community would consider offensive. The Panel noted the Community perceptions research conducted in 2012 which identified that "in terms of advertisement unacceptability, the broader community was in general more conservative than the Board may have anticipated regarding themes of strong language".

The Panel noted that the current advertisement is featured on a vehicle and it is likely that it will be viewed by a broad audience which would include children. Consistent with the decisions above and in consideration of the research the Panel considered that the word "fuck" is not appropriate for such an audience and that it is a word which most members of the community would consider obscene.

The Panel noted that the images on the current van are the same as the images on the van referred to in the previous case, with the only difference being the number plate. Consistent with the previous case, the Panel determined that the advertisement did breach Section 2.5 of the Code.

The Panel considered whether the advertisement complied with Section 2.6 of the Code. Section 2.6 of the Code states: "Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety".



The Panel noted that the phrase “Ride the snake” is colloquially known to reference drug use. In the 1967 Doors song “The End” the lyrics “ride the snake” is used, apparently a metaphor for a drug-induced vision quest.

The Panel considered that this reference would not be widely known or be recognised to be a reference to drugs.

The Panel considered the image of a human hand holding a rolled cigarette and a snake’s head touching it. The Panel noted that the rolled cigarette was likely intended to be cannabis, when considered in conjunction with the text “Ride the snake”.

The Panel considered that the image is highly stylised and would be unlikely to be understood by children and many members of the community to be condoning or promoting drug use.

The Panel determined that the advertisement did not breach Section 2.6 of the Code.

Finding that the advertisement did breach Section 2.5 of the Code the Panel upheld the complaint.

THE ADVERTISER’S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.