



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0026/16</b>
<b>2</b>	<b>Advertiser</b>	<b>Wicked Campers</b>
<b>3</b>	<b>Product</b>	<b>Travel</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Transport</b>
<b>5</b>	<b>Date of Determination</b>	<b>10/02/2016</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

## ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.4 - Sex/sexuality/nudity S/S/N - general

## DESCRIPTION OF THE ADVERTISEMENT

Wicked Campers' van with the rego, 1CDF 954 and the slogan, "Blow in her face and she'll follow you anywhere..."

## THE COMPLAINT

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

*This was offensive, sexist, demeaning towards women, and a dangerous portrayal of women as non-thinking sex objects. This is portraying Australians as revolting, uncultured, backwards, misogynistic neanderthals.*

## THE ADVERTISER'S RESPONSE

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

*The advertiser did not provide a response.*

## 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 complainant’s concerns that the advertisement depicts material which is sexist and demeaning to women.

The Board reviewed the advertisement and noted the advertiser did not provide a response.

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted that this advertisement is a slogan on the rear of a Wicked Campers’ van and reads, “Blow in her face and she’ll follow you anywhere”.

The Board noted that this slogan had been used over 40 years ago as part of a cigarette advertising campaign but considered that in the context of a slogan painted on the rear of a van the text is more likely to be understood as a sexual reference to oral sex than as a homage to a 1960s campaign for an American brand of cigarettes which would not have been seen since cigarette advertising was banned decades ago.

The Board noted the advertisement’s suggestion that if you blow in a woman’s face she will follow you anywhere. A minority of the Board considered that whilst this phrase suggests a woman will do what you want without question in the Board’s view this is offensive but not discriminatory. The majority of the Board however considered that notwithstanding the meaning of the word ‘blow’ the suggestion is that a woman is non-thinking object who will follow you without question. The majority of the Board considered that this suggestion that women cannot make independent decisions is demeaning in a highly sexualised context to women and presents them in a negative light.

The Board considered that the advertisement did portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender.

The Board determined that the advertisement did breach Section 2.1 of the Code.

The Board then considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”.

The Board noted that the reference to ‘blow in her face’ is not accompanied by any visual clues as to what the word ‘blow’ means. A minority of the Board considered that whilst there was a possible sexual interpretation to the phrase, ‘blow in her face’ this was implicit and would be unlikely to be understood by children. The majority of the Board however considered that most members of the community would interpret the reference to blowing in a woman’s face to be a reference to oral sex and considered that whilst children may not understand this reference many adults would and would find it offensive or at least

inappropriate in a public context. The majority of the Board considered that, consistent with previous determinations in cases 0078/13, 0363/14, 0103/15, a reference to oral sex is not appropriate for an advertisement on transport which can be viewed by a broad audience which would include children.

The majority of the Board considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience.

The Board determined that the advertisement did breach Section 2.4 of the Code.

Finding that the advertisement did breach Sections 2.1 and 2.4 of the Code, the Board upheld the complaint.

### **THE ADVERTISER'S RESPONSE TO DETERMINATION**

The advertiser has not provided a response to the Board's determination. The ASB will continue to work with the relevant authorities in Queensland regarding this issue of non-compliance.