



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0027/16</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
- 2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

Wicked Campers' van with the rego WIS 428 and the slogan, "Hurricanes are like women. When they come, they're wet and wild, and when they leave, they take your house and car".

## THE COMPLAINT

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

*The message is on display for anyone to see - children, for example, who could read it but would not understand the meaning. It is demeaning to women, and promotes misogyny. This is a great concern when we are trying to reduce the amount of domestic violence, which results in one woman every week being killed in this country.*

## 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 respond.*

## 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 is 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, “Hurricanes are like women. When they come, they’re wet and wild, and when they leave, they take your house and car”.

The Board noted that the advertisement compared women to hurricanes and considered that as hurricanes are bad the message appears to be that women are also bad. A minority of the Board considered that the advertisement was depicting a tongue-in-cheek phrase in a manner which is intended to be humorous rather than negative towards women. The majority of the Board however noted that the phrase suggests that women will take a man’s house and car and considered that this depiction of how women would behave in the end of a relationship presents women in a negative light. The majority of the Board considered that the advertisement generalises about women in a manner which presents women 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 nationality.

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 the reference to when a woman ‘comes’ and considered that this word has a double meaning: to arrive, and to have an orgasm. The Board noted the reference to ‘wet and wild’ and considered that this double entendre is unlikely to be understood by children or to be considered sexually explicit by most adults.

The Board considered that the reference to sexual activity is not explicit and does treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

The Board 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 Board noted the references to women being ‘wet’ and considered that the word ‘wet’ is not of itself strong or obscene language. A minority of the Board acknowledged the double entendre of the word in relation to both a hurricane and to women and considered that the use of the word ‘wet’ in this context was not inappropriate in the context of a slogan which is intended to be humorous. The majority of the Board however considered that most members of the community would find the use of the word ‘wet’ in the context of a double entendre regarding women’s sexual behaviour to be inappropriate in the circumstances.

The majority of the Board considered that the advertisement did use language which is inappropriate in the circumstances and determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Sections 2.1 and 2.5 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.

