



**Ad Standards** Community Panel  
PO Box 5110, Braddon ACT 2612  
P (02) 6173 1500 | F (02) 6262 9833

**AdStandards.com.au**

Ad Standards Limited  
ACN 084 452 666

## Case Report

<b>1. Case Number :</b>	<b>0030-20</b>
<b>2. Advertiser :</b>	<b>Wicked Campers</b>
<b>3. Product :</b>	<b>Vehicle</b>
<b>4. Type of Advertisement/Media :</b>	<b>Transport</b>
<b>5. Date of Determination</b>	<b>22-Jan-2020</b>
<b>6. DETERMINATION :</b>	<b>Upheld - Not Modified or Discontinued</b>

### ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

### DESCRIPTION OF ADVERTISEMENT

Wicked van with SA registration "S614BYI". Text states "You're not a woman until humans come out of your vagina and trample on your dreams".

### THE COMPLAINT

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

*Wicked Campervans have no right to tell women that they are not women if they don't have children. Women are women if they say they are, and they have the right to do what they like with their bodies. This 'joke' belittles women's choices and rights to their own bodies and reinforces traditions views on women's place in society.*

### 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 concern that the slogan on the vehicle belittles women and is offensive.

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

The Panel 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 Panel noted the Practice Note to Section 2.1 provides the following definitions:

*Discrimination – unfair or less favourable treatment.*

*Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.”*

The Panel noted that it had considered the text “You’re not a woman until humans come out of your vagina and trample on your dreams” in case 532-18. In that case:

*“The Panel considered that a reference to a female not being a woman until she has had children via vaginal birth is humiliating to women, including those that have had a caesarean delivery, do not have children, are unable to have children, or are transgender.”*

The Panel considered that the advertisement did depict material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did breach Section 2.1 of the Code.

Finding that the advertisement did breach Section 2.1 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.

