



Case Report

1	Case Number	0039/11
2	Advertiser	Wicked Campers
3	Product	Professional services
4	Type of Advertisement / media	Transport
5	Date of Determination	23/02/2011
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

- 2.6 - Health and Safety - within prevailing Community Standards
- 2.5 - Language - Use appropriate language
- 2.2 - Violence - Cruelty to animals

DESCRIPTION OF THE ADVERTISEMENT

White sticker with red splatter marks and red lettering reading, "Kangaroo's [sic]. Run the fuckers down. wickedcampers.com."

THE COMPLAINT

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

I think it is irresponsible to promote killing Australian wildlife to overseas tourist who will get the impression that we (Aussies) think this is normal behaviour.

I object to Wicked Campers advertisement because I think it is fostering a culture of mindless violence towards the voiceless and vulnerable. Encouraging violence of this blatant nature in advertising has spin offs with implications that affect both animal welfare in Australia but also the way in which people (particularly vulnerable youth) treat each other. What an example to set to young tourists and Australians alike? No wonder cases of animal cruelty particularly in regard to kangaroos are on the rise let alone cases of violence amongst youth generally.

I feel wicked campers advertisements are also an International embarrassment - how anyone could want to encourage violence against any animal is beyond me, especially Australia's number one tourist symbol. It is like beating up Australia itself! Nothing deserves to die in

such an appalling way. Kangaroos "run down" in this manner would not be killed immediately; they would be subjected to a terrifying, cruel death.

This is promoting cruelty to animals

It is encouraging and promoting animal cruelty and it is sending the wrong message (especially to tourists)!

As a proud Australian this is not how I want to be represented. I have great respect for our animals - all animals!

The advertisement is a direct call for tourists and travellers to be cruel to animals - an irresponsible and grossly negligent "campaign" by Wicked Campers to ADVISE those reading these ads to "Run them down" - meaning run over to kill or maim animals.

The reasons are obvious when looking at the crude poster encouraging animal abuse. It is an embarrassment to Australia.

I object to it because it is promoting animal cruelty.

This is very offensive and is promoting Animal cruelty.

As it has the company name on it this is deemed advertising. It is encouraging people to run kangaroos down. The use of the expletive "fuckers" is a derogatory term used to denigrate an object.

This advertisement is without compassion for our wildlife. It incites violence against wildlife and condones the action of running the animals down. It does this by making it out to be funny. It's not.

THE ADVERTISER'S RESPONSE

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

No response as of 23 Feb 2011

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 encourages cruelty to animals, uses offensive language and advocates unsafe behaviour.

The Board reviewed the advertisement and noted the advertiser has declined to respond.

The Board considered whether the advertisement was in breach of section 2.2 of the Code. Section 2.2 of the Code states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised."

The Board noted that the advertisement is a sticker displayed in various Wicked Campers vehicles and reads, "Kangaroo's [sic]. Run the fuckers down. www.wickedcampers.com".

The Board considered that the advertisement is encouraging drivers to run over kangaroos and is a suggestion of violence.

The Board considered that the advertisement did present or portray violence and therefore breached section 2.2 of the Code.

The Board then 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 and strong or obscene language shall be avoided.”

The Board noted the complainant’s concerns that the advertisement uses language which is offensive. The Board noted the use of the word ‘Fuck’ and that as this word is displayed on a sticker it would have a wide audience. The Board considered that most members of the community would view this word as strong and obscene, and determined that in this instance the word was inappropriate.

The Board determined that the advertisement did use strong or obscene language and that the language was inappropriate and did breach section 2.5 of the Code.

The Board then considered whether the advertisement was in breach of 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 Board considered that if you were to run down a kangaroo, there was a high chance this could cause injury to the driver (and/or passengers) of the vehicle, as well as to the kangaroo. The Board considered that it was an irresponsible message to display on a vehicle, and considered that it was a message which is contrary to community standards on health and safety.

The Board determined that the advertisement did breach Section 2.6 of the Code.

Finding that the advertisement did breach Sections 2.2, 2.5 and 2.6 of the Code, the Board upheld the complaints.

ADVERTISER RESPONSE TO DETERMINATION

We have responded to this issue by modifying the advertisement in question. Please go to the link below for full details on our website.

<http://www.wickedcampers.com.au/campervan-media/latest-news/headline-news/682-wickeds-new-safety-message-regarding-kangaroos.html>

