



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

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| 1 | Case Number | 0054/19 |
| 2 | Advertiser | Wicked Campers |
| 3 | Product | Travel |
| 4 | Type of Advertisement / media | Transport |
| 5 | Date of Determination | 06/03/2019 |
| 6 | DETERMINATION | Dismissed |

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

Wicked Camper Van with the slogan "waking up is the second hardest thing in the morning" on the back. Tasmanian vehicle registration is I 03 AG

THE COMPLAINT

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

The slogan has obvious sexual innuendo attached to it. It is offensive to me and as parent of a child who is just starting to read everything, I would not be happy for my child to read that slogan and ask me "what is the hardest thing in the morning, dad?" This company has a history of using inappropriate slogans and imagery on its hire vehicles.

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 advertisement featured sexualised language which was inappropriate for viewing by children.

The Panel viewed the advertisement and noted the advertiser did not respond.

The Panel 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 Panel noted that the relevant audience for this transport advertisement would be broad and would include children.

The Panel noted the back of the vehicle featured the slogan "waking up is the second hardest thing in the morning".

The Panel considered that the advertisement did contain sexual innuendo, however considered that the individual words used on the vehicle were not sexual or inappropriate. The Panel considered that the advertisement did not use sexualised terms and that that it was unlikely that children would understand the sexual reference.

The Panel acknowledged that although the sexual meaning of the advertisement would not be understood by young children, the sexualised suggestion of the advertisement may make some adults uncomfortable. The Panel considered that while some members of the community would prefer that advertising did not contain sexualised statements, in this instance the sexual innuendo was mild.

In the Panel's view the sexual innuendo treated a sexual reference with sensitivity to the broad audience and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.

