



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0063/19
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	06/03/2019
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

Qld registered Wicked Campervan (registration 035 YML) with the slogan: 'You obviously mistaken me for someone who gives a fuck'. The van has the word 'wild' on the side and a picture of a man sticking his tongue out.

THE COMPLAINT

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

Swear words of profanity on the van to gain attention to advertise their company in a holiday park with children playing around it.



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 complainants' concerns that the wording on the vehicle was obscene and offensive.

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

The Panel noted that this advertisement features the slogan, "You've obviously mistaken me for someone who gives a fuck" on the back of a Wicked Campers van.

The Panel 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 Panel noted that it had upheld similar complaints for Wicked Campers 0091/14, 0044/15, 0360/16, 0467/17 and 0543/18 that included the text 'fuck', 'fucking' and 'mother-fucking'. The Panel considered that in the above mentioned cases the word "fuck" and its derivatives were not appropriate for an audience that would include children and that it is a word which most members of the community would consider offensive. The Panel noted the community perceptions research conducted in 2012 which identified that "in terms of advertisement unacceptability, the broader community was in general more conservative than the Board may have anticipated regarding themes of strong language".

The Panel noted that the current advertisement is featured on a vehicle and it is likely that it will be viewed by a broad audience which would include children. Consistent with the decisions above and in consideration of the research the Panel considered that the word "fuck" is a word which most members of the community would



consider obscene and unsuitable on a vehicle.

The Panel determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Section 2.5 of the Code the Panel upheld the complaints.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has failed to provide a response to the Panel's determination. Ad Standards is liaising with the Qld Department of Transport and Main Roads in accordance with the provisions of the Transport Operations (Road Use Management) (Offensive Advertising) Amendment Act 2016 (Qld).

INDEPENDENT REVIEWER'S RECOMMENDATION

THE DETERMINATION ON REVIEW

ADVERTISER'S RESPONSE TO IR DETERMINATION