



Case Report

| | | |
|---|-------------------------------|---------------------------------------|
| 1 | Case Number | 0065/16 |
| 2 | Advertiser | Wicked Campers |
| 3 | Product | Travel |
| 4 | Type of Advertisement / media | Transport |
| 5 | Date of Determination | 09/03/2016 |
| 6 | DETERMINATION | Upheld - Not Modified or Discontinued |

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

This advertisement is on the side of a Wicked Campers' van and features the text, "She wants my brick" alongside an image of a female lego-like character wearing black lingerie and stockings lying on its back with its legs raised up and a male lego-like head next to the bottom.

THE COMPLAINT

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

The pornographic sexual nature of this advertisement and the inference towards woman being able to be "cured". It was parked next to my car at the supermarket and my 11 year old son had some questions about the image he could see.

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 features imagery and text of a pornographic nature and is not appropriate for display on a vehicle where children can view it.

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

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 that this transport advertisement features an image of a female Lego character wearing black lingerie and stockings lying on its back with legs in the air and a male Lego character with its head near her bottom, and the text, “she wants my brick”.

The Board noted it had previously upheld complaints about the image and text on the other side of the same vehicle, and of the slogan on the rear of the vehicle, in case 0003/15 where:

“The Board noted that a copy of the advertisement had been provided by a complainant and that the advertisement contains the slogan, “Virginitly is curable!” on the rear of a vehicle and an image of two Lego characters on top of one another with the word, “Legover” written next to them...

... The Board noted the image of two Lego characters lying on top of one another. A minority of the Board noted that the Lego characters do not have genitals and considered that the suggestion of sexual activity is only implied in the image. Following considerable discussion however the majority of the Board considered that the accompanying text, “Legover” places the image in a sexualized context. The Board noted that Lego is of appeal to children and considered that overall the use of the term, “Legover” and the phrase, “Virginitly is curable!” alongside the image of the Lego characters amounts to an overall suggestion of sexual activity which is inappropriate for a broad audience which would include children.”

The Board noted that in the previous case, 0003/15, the complainant had not provided a copy of the side of the vehicle currently under consideration.

The Board noted that in the current advertisement the female Lego character is wearing lingerie and make-up. The Board noted that Lego is a product of appeal to children and considered that Lego characters are not sold wearing lingerie and make-up. The Board noted the proximity of the male Lego character’s head to the bottom of the female Lego character and considered that this pose and the female character’s black lingerie amount to an overall image which is sexualized.

The Board noted the text, “She wants my brick” and considered that whilst the reference to ‘brick’ is relevant in the context of Lego, which consists of bricks and other shapes, in the Board’s view the accompanying sexualized image lends a different interpretation to the word ‘brick’. The Board acknowledged that children would be unlikely to understand the double entendre of ‘brick’ but considered that adults would understand this message and would be

likely to find it offensive and sexualised.

The Board noted that the advertisement would be of strong appeal to children given the use of the Lego characters and considered that it did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children.

The Board determined that the advertisement did breach Section 2.4 of the Code.

Finding that the advertisement did breach Section 2.4 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.