



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0070/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	21/02/2018
6	DETERMINATION	Upheld - Not Modified or Discontinued

## ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

## DESCRIPTION OF THE ADVERTISEMENT

A van painted to resemble a Dr Seuss book with a caricature of Mr White from the television show Breaking Bad and the words 'Mr White can make BLUE can you?' on the side.

## THE COMPLAINT

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

*It offends me as it is glamorising drug use and the manufacturing of illegal substances that havd destroyed families and killed individuals by their use.*

## 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 provide a response.*

## **THE DETERMINATION**

The Ad Standards Community Panel (“Panel”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Panel noted the complainant’s concerns that the advertisement glamorises drug use.

The Panel viewed the advertisement and noted the advertiser’s response.

The Panel considered 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 Panel noted that this Wicked Campers van was styled to look like an illustration from a Dr Seuss book, with a depiction of a man holding out his hand on which stands a blue crystal character. The words ‘Mr. White can Make BLUE can YOU?’ are written in colourful text.

The Panel noted that the reference to Mr. White and ‘blue’ was a reference to the popular television series Breaking Bad in which the character of Mr White makes blue crystal meth.

The Panel considered that not everyone would be aware of the show Breaking Bad and that the advertisement does contain only an obscure reference to drugs. However the Panel considered that the advertisement would have a clear message in support of drug manufacturing to people who were aware of the show, or to anyone who looked up the references on the vehicle.

The Panel considered that the issue of drug use, particularly drugs like ice, is an issue of considerable concern to the community. The Panel considered that the advertisement may not go as far as to glamorise drug use, but considered that it did trivialise an important issue by suggesting that using or manufacturing drugs like meth is not something to be taken seriously.

The Panel noted they had previously considered similar complaint about an advertisement from the same advertiser in case 0159/17, in which: “The Board noted that there is no evidence that Snow White is smoking an illegal substance, however the device is commonly used for smoking substances such as cannabis. In the Board’s view the depiction of a familiar fairy tale character seemingly



smoking an illegal substance is not appropriate and amounts to a depiction of material which is contrary to prevailing community standards on drug use and did breach Section 2.6 of the Code.”

The Panel considered that while the current advertisement does not depict a well-known fairy tale character it does contain words and illustrations that are similar to Dr Seuss books and that this would make the advertisement attractive to children.

The Panel considered that trivialising the important issue of drug use in a format that would be attractive to is a depiction of material that is contrary to prevailing community standards on health and safety and in this case did breach section 2.6 of the Code.

Finding that the advertisement did breach section 2.6 of the Code, the Panel upheld the complaint.

#### **THE ADVERTISER'S RESPONSE TO DETERMINATION**