



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0077-20
2. Advertiser :	Wicked Campers
3. Product :	Vehicle
4. Type of Advertisement/Media :	Transport
5. Date of Determination	11-Mar-2020
6. DETERMINATION :	Upheld - Not Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.4 Sex/sexuality/nudity
AANA Code of Ethics\2.5 Language
AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This transport advertisement features the phrase "A blow job is a great last minute gift" and an image of Krusty the Clown (a character from The Simpsons) using a "crack pipe". SA registration S568BUP.

THE COMPLAINT

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

"A blowjob is a great last minute gift" is extremely offensive on its own. An image of krusty the clown smoking a crack pipe accompanying offensive "slogan" is violently confronting. These are highly offensive and unnecessary words and images to be faced with in public and community area

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 vehicle featured offensive and unnecessary words and images.

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

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 as the advertisement is on a motor vehicle the relevant audience is likely to be broad and would include children.

The Panel noted the complainant's concern that the advertisement contains a sexual reference which is inappropriate for a broad audience that would include children.

The Panel noted that the advertisement refers to a 'blowjob' and considered that this is an explicit reference to a sexual act and that this was a depiction of material which puts the issue of sex before the community in a manner which is offensive and inappropriate.

The Panel noted that it had considered the same slogan on a van in case 0103-15, in which:

"The Board considered that most members of the community would find the use of the description of a specific sex act to be distasteful and considered that overall the current advertisement was sexually explicit and did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children."

Consistent with the previous determination, the Panel considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and that the advertisement did breach Section 2.4 of the Code.

The Panel 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 (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided".



The Panel noted that in case 0103-15:

“The Board noted that the advertisement uses the sexual phrase ‘blow job’ and considered that this reference to a sexual act is not appropriate for the back of a mobile van. The Board considered that the phrase ‘blow job’ is language which is not appropriate in the circumstances and determined that the advertisement did breach section 2.5 of the Code.”

Consistent with the previous determination, the Panel considered that the advertisement did feature language which is not appropriate in the circumstances and determined that the advertisement did breach section 2.5 of the Code.

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 the advertisement appeared to depict the Simpson’s character Krusty the clown smoking a crack pipe. The Panel considered that the most likely interpretation of this image is that the Character is smoking crack cocaine. The Panel noted that cocaine use, distribution and possession is illegal in Australia.

The Panel noted that it must determine whether the messaging on the campervan is contrary to prevailing community standards on Health and Safety.

The Panel noted that it had previously considered an image on the side of a campervan featuring the Muppet characters smoking illegal drugs in case 0495-18. In this case:

“The Panel considered that the advertisement is making light of drug use by using a well-known children’s nursery rhyme’s structure and an image of well-known children’s program characters.

The Panel considered that the advertisement glamorises drug use and trivialises an important issue by suggesting that the use of illegal drugs is not something to be taken seriously.

The Panel considered that many members of the community would consider an illegal substance contrary to Prevailing Community Standards on health.”

Consistent with the previous determination, the Panel considered that the current advertisement glamorised drug use and suggests that the use of illegal drugs is not a serious issue.

The Panel considered that the use of a Simpsons’ character in combination with the bright colouring of the van would likely attract the attention of children. The Panel considered that most members of the community would consider the promotion of



an illegal substance in a way which would attract the attention of children to be contrary to Prevailing Community Standards on health,

The Panel considered that the advertisement did depict material, namely drug use, contrary to Prevailing Community Standards on health and safety and did breach Section 2.6 of the Code.

Finding that the advertisement did breach Sections 2.4, 2.5 and 2.6 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.