



Case Report

1	Case Number	0078/13
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	13/03/2013
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.2 - Objectification Exploitative and degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Wicked Campers Van, rego 873 IMH, which has the text, "If you've ever met a woman with crooked teeth, you've met a woman who has given Chuck Norris a blow job" written across the back.

THE COMPLAINT

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

- 1. The advert is sexual in nature (in a bad way).*
- 2. It is untrue.*
- 3. It is disgusting that someone with crooked teeth could be thought of as having given someone a blow job - as the reason for having crooked teeth.*
- 4. It is sexist: it is objectifying women as sexual objects that the only reason they would have crooked teeth is because they have given someone a blow job.*
- 5. The word 'blow job' being used in public. Children would be able to see these vans and read what is written on them.*

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

No response received from the Advertiser.

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 concern that the advertisement features sexualised material which objectifies women and uses inappropriate language.

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

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: “Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people.”

The Board noted that the advertisement is written across the back of a Wicked Campers’ van and so can be viewed by a broad audience which would include children.

The Board noted the complainant’s concerns that the advertisement objectifies women in suggesting that women with crooked teeth have crooked teeth as a result of giving a blow job. In the Board’s view the advertisement uses a sexual reference in a manner which is demeaning and degrading to women.

Based on the above the Board considered that the advertisement employs sexual appeal in a manner which is exploitative and degrading and that it breaches Section 2.2 of the Code.

The Board considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 of the Code states: “Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised”.

The Board noted the link made between crooked teeth and blow jobs and considered that the advertisement could be interpreted to suggest that a woman has crooked teeth as a result of a violent sexual act or as a result of violence following a sexual act. The Board considered that to imply violence in this manner is not justifiable in the context of the product advertised.

The Board determined that the advertisement did breach Section 2.3 of the Code.

The Board 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 the advertisement makes reference to a sexual act (blow job) and that the phrase in its entirety is a Chuck Norris joke which would be familiar to some members of the community. The Board considered however that regardless of whether you were familiar with the joke, in the Board’s view the reference to a blow job is blatantly sexual and is not appropriate for a broad community who could easily see this advertisement.

The Board considered that this reference to a sexual act is explicit and does not treat the issue of sex with sensitivity to the relevant broad audience.

On this basis the Board determined that the advertisement did breach Section 2.4 of the Code.

The Board 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 and strong or obscene language shall be avoided.”

The Board noted 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. Finding that the advertisement breached Sections 2.2, 2.3, 2.4 and 2.5 of the Code the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

As of 9 April 2013 the Advertiser has not provided a response.

The Advertising Standards Bureau is continuing to work with the Queensland Police to remove the advertisement.