



Case Report

1	Case Number	0079/13
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

2.1 - Discrimination or Vilification Sexual preference

DESCRIPTION OF THE ADVERTISEMENT

Wicked Campers van, rego 1CFS 136, with the text, "I'm straight, don't rear end me!" written across the back.

THE COMPLAINT

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

This is blatantly homophobic, heterosexist, and sexist. I tried to get a response from the advertiser on social media, and I was ignored.

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 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 concerns that the advertisement is homophobic and sexist in its reference to being straight.

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 2.1 of the Code. Section 2.1 of the Code states: "Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of...sexual preference.."

The Board noted that the advertisement features the phrase, "I'm straight, don't rear end me!" written across the back of a Wicked Campers' van and that the complainant believes this to be homophobic and sexist.

The Board noted that whilst it is possible to interpret the phrase as relating to the vehicle itself (the back panel is straight, please don't crash in to me) in the Board's view the most likely interpretation is that the advertisement is making a statement to the gay community regarding unwanted sexual advances. The Board considered that the advertisement portrays homosexuality in a negative light and that this is discriminatory towards homosexuals.

The Board determined that the material depicted did discriminate against a section of the community and did breach Section 2.1 of the Code.

Finding that the advertisement breached Section 2.1 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.