



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

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	<b>Case Number</b>	<b>0090/18</b>
2	<b>Advertiser</b>	<b>Wicked Campers</b>
3	<b>Product</b>	<b>Travel</b>
4	<b>Type of Advertisement / media</b>	<b>Transport</b>
5	<b>Date of Determination</b>	<b>21/03/2018</b>
6	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

## ISSUES RAISED

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

## DESCRIPTION OF THE ADVERTISEMENT

Wicked Campervan with QLD registration 847-XTL. Words on the back of the vehicle stating "Oral sex is a great last minute gift" and website wickedcampers.com.

## THE COMPLAINT

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

*Offensive*

*Inappropriate for outdoor advertising. Against the laws passed in Qld 2016. Explicit sexual content that cannot be hidden from children.*

## 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 (“Panel”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Panel noted the complainants’ concern that the advertisement contains explicit sexual references which is inappropriate for a broad audience that would include children.

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 the transport advertisement featured the words ‘oral sex is a great last minute gift’.

The Panel noted that it had previously upheld a complaint about a slogan that read: “A blow job is a great last minute gift.” For the same reasons as in the previous case (ref 0103/15) the Panel considered that the advertisement made a reference to a sexual act (oral sex) and that regardless of whether the viewer was familiar with the joke, in the Panel’s view the reference to oral sex is blatantly sexual and does not treat a sexual reference with sensitivity to the likely broad audience which would see this advertisement on the back of a moving vehicle.

The Panel noted that consistent with the decision above, most members of the community would find the advertisement 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.

The Panel determined 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 the advertisement uses the phrase ‘oral sex’ and considered that this reference to a sexual act is not appropriate for the back of a mobile van.

The Panel considered that the phrase ‘oral sex’ 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 did breach Section 2.4 and section 2.5 of the Code the Panel upheld the complaints.

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

Advertiser did not provide a response.