



Case Report

1	Case Number	0091/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	09/04/2014
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

Red car with the Wicked Campers slogan and the text, "God I'm Fucking Awesome" written on the side panel.

THE COMPLAINT

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

I was offended by the language sign written on the vehicle which contained offensive language that was visible to all members of the public including children.

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 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 offensive language that is not suitable for viewing by children.

The Board viewed the advertisement and noted the advertiser failed to respond to the notification of complaint and did not provide any subsequent response addressing the issues raised.

The Board 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 that the advertisement featured text on a red car with the Wicked Campers slogan and the text, "God I'm Fuckin Awesome - Steven Seagal" written on the side panel.

The Board noted that it had recently upheld a similar complaint for Wicked Campers (ref: 0101/13) that included the text “Fuck it dude....let’s go bowling.” The Board considered that in this case that the word "Fuck" is not appropriate for an audience that would include children and that it is a word which most members of the community would consider offensive.

The Board also noted that Community perceptions research conducted in 2012 identified that “in terms of advertisement unacceptability, the broader community was in general more conservative than the Board may have anticipated regarding themes of strong language”.

The Board noted that as the advertisement is featured on a vehicle and it is likely that it will be viewed by a broad audience which would include children.

Consistent with the decision above and in consideration of the research the Board considered that the word "Fuck" is not appropriate for such an audience and that it is a word which most members of the community would consider offensive.

The Board considered that the advertisement did feature language which is inappropriate, strong and/or obscene and that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement breached Section 2.5 of the Code, the Board upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Board's determination.

The ASB will continue to work with the relevant authorities in Queensland regarding this issue of non-compliance.

