



ADVERTISING  
STANDARDS  
BUREAU

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## Case Report

1	Case Number	0092/14
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 Wicked Campers van with a cartoon image of two men and the text, "Shut the f#ck up Donny" 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 failed to 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 features a red Wicked Campers van with a cartoon image of two men and the text, "Shut the f#ck up Donny" on the side panel.

The Board noted that the advertisement does not use the word "fuck" in its entirety but has replaced the letter 'u' with the symbol '#'

The Board considered that the advertisement is using this style of language to draw the attention of the viewer by shocking them into noticing the advertisement. The Board noted that there is widespread community concern around the repeated use of language that normalises and mainstreams language that has previously been considered offensive and inappropriate.

The Board noted that it had previously dismissed complaints about a poster advertisement for Spudbar (ref: 0095/13) that features the text "why f#ck with a good thing". The Board noted that in this instance... "the F word is not used in full and it is used in the context of a question ("why f#ck with a good thing"). The Board considered that there are no sexual or violent connotations associated with the use of the F word in this advertisement".

The Board noted that compared to the matter above, although the current case does not use the word in full, the language is directed at another person ("Shut the f#ck up Donny") in a manner that can be interpreted as a strongly aggressive tone which the Board considered is inappropriate for an outdoor medium with a broad audience including children.

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.

