



Case Report

1	Case Number	0096/12
2	Advertiser	Wicked Campers
3	Product	Professional services
4	Type of Advertisement / media	Internet
5	Date of Determination	28/03/2012
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.1 - Discrimination or Vilification Religion

DESCRIPTION OF THE ADVERTISEMENT

The advertisement appears on the Wicked Campers website and is promoting a discount to former Catholic school girls and asks, "Were you a tart in tartan?" and makes reference to "sexy nuns". There is a picture of red tartan material and then information on how you can book a van and claim your discount.

THE COMPLAINT

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

It's referring to women or 'girls' as tarts - specifically those that are Catholic educated.

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 offensive in its reference to women, specifically Catholic women, as tarts.

The Board viewed the advertisement and noted that 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 race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.”

The Board noted that the advertisement is promoting a discount to former Catholic school girls and asks, “Were you a tart in tartan?” and makes reference to “sexy nuns”.

The Board considered that the reference to ‘tart’ in the context of the advertisement is intended to be lighthearted and comedic and that it is consistent with the irreverent marketing approach by the advertiser; in this case that former Catholic school girls can get a discount on their booking. The Board noted that the advertisement appears on the website for Wicked Campers and visitors to this site would most likely be aware of Wicked’s marketing ethos.

The Board noted that some members of the community could find the use of the word ‘tart’ to be offensive in any context which involves woman and a minority of the Board considered that the use of the word ‘tart’ and the description of nuns as ‘sexy’ were not appropriate. The majority of the Board however considered that the advertisement is not discriminatory towards women to the point of vilification.

The Board determined that the advertisement did not discriminate against or vilify any person or section of the community on account of race and did not breach Section 2.1 of the Code.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.

