



Case Report

1	Case Number	0099/13
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Internet - Social
5	Date of Determination	10/04/2013
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

DESCRIPTION OF THE ADVERTISEMENT

Image posted on the Wicked Campers Facebook page of a Wicked Campers' van featuring an image of Snow White snorting a white powder.

THE COMPLAINT

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

Here is one article, with multiple examples of the explicit content.

<http://www.dailylife.com.au/news-and-views/dl-opinion/why-women-should-boycott-wicked-campervans-20130207-2dztn.html>

I consider the style in which Wicked Campers paints their van a strong component of their brand portrayal in the community, and as such, outdoor advertising for their business, of renting camper vans. Further, it's my understanding that commercial Facebook sites are considered advertising in Australia - and the images they themselves post of their vans depicted naked women, slogans and quotes demeaning women (refer Daily Life article) in general. The quotes and sayings on these fans are completely unacceptable for children in our community to experience, and there is no oversight to prevent these vans from being parked outside of a primary school.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The Advertiser has not provided 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 concerns that the advertisement depicts an unacceptable image relating to illegal drug use.

The Board viewed the advertisement and noted the advertiser had declined to provide a response.

The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted that the advertisement features an image of Snow White painted on the side of a Wicked Campers’ van and that she appears to be snorting something through a straw. The Board noted that the overall image was seen on Wicked Campers’ Facebook site.

The Board noted that whilst it does not state what exactly Snow White is snorting up her nose, in the Board’s view the depiction of the white powder lines is strongly suggestive of cocaine. The Board considered that to depict a familiar fairy tale character apparently snorting an illegal substance is not appropriate and amounts to a depiction of material which is contrary to prevailing community standards on drug use.

The Board determined that the advertisement did breach Section 2.6 of the Code.

Finding that the advertisement breached Section 2.6 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

As of 07 May 2013 the Advertiser has not provided a response.

The Advertising Standards Bureau is continuing to work with the Queensland Police to remove the advertisement.

