



## Case Report

1	Case Number	0100/17
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Internet
5	Date of Determination	08/03/2017
6	DETERMINATION	Upheld - Not Modified or Discontinued

### ISSUES RAISED

- 2.5 - Language Strong or obscene language
- 2.6 - Health and Safety Within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

The advertisement is on the Wicked Campers website and features images of the interior of one of their vans. Text has been written on the interior panels and includes the C word.

### THE COMPLAINT

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

*It is deeply inappropriate to picture the word CUNT!!! in photographs of the interior of vehicles on their website. To picture gun smuggling, drug taking paraphernalia artwork on their website that encourage driving under the influence of drugs. Misogynistic slogans glorifying drunkenness, rape and consent issues. Scandalously offensive imagery that then appears on the streets for all to see. This website is disgraceful. Their vehicles are disgraceful. The company's attitude is disgraceful.*

### 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 concerns that the advertisement shows an image that includes obscene language.

The Board viewed the advertisement and noted the advertiser’s response.

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 (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted that this internet advertisement depicts inside images of a Wicked Camper Van showing the space being converted from a table and seats to a bed arrangement. On the walls of the van there is a lot of writing and one of the words shown is “cunt.”

The Board noted the use of the ‘c’ word and considered that this is a word which is considered both strong and obscene by most members of the community. The Board noted that this advertisement is on display on the Wicked Camper website and considered that the audience was unlikely to include children.

Consistent with a previous determination against the same advertiser in case 408/15 where the ‘c’ word was used on a sticker, the Board considered that the use of the ‘c’ word in full in an advertisement is strong and obscene and is not appropriate in the circumstances.

The Board determined that the advertisement did breach Section 2.5 of the Code.

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

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

