



Case Report

1	Case Number	0101/13
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	10/04/2013
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

Wicked Camper van with the text, "Fuck it dude....let's go bowling" written across the back.

THE COMPLAINT

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

Myself and my 8 and 11 year old daughters were offended by the word fuck. My daughters attend a Christian school and this type of language is not tolerated there or at home.

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 responded.

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.

The Board viewed the advertisements and noted the Advertiser had declined to provide a 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 and strong or obscene language shall be avoided".

The Board noted the advertisement features on the back of a Wicked Campervan and reads, "Fuck it dude...let's go bowling".

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

The Board determined 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.

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.