



# Case Report

1	Case Number	0102/15
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	25/03/2015
6	DETERMINATION	Dismissed

## ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.4 - Sex/sexuality/nudity S/S/N - general

## DESCRIPTION OF THE ADVERTISEMENT

Text on a vehicle that reads: IT MAKES MY HEART RACE WHEN YOU SIT ON MY FACE.

## THE COMPLAINT

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

*This sexually-related content is inappropriate for public use. Adults will be asked by children as to its meaning before the adults are ready to explain. Children will be exposed to sexual concepts at an inappropriate age, and in an inappropriate context.*

*It is very embarrassing for women and men alike to be confronted with such a crass approach to a private subject. Human existence is not conducted solely around sexually-oriented topics, especially in public amongst strangers, or with individuals and in situations when no sexual topic would otherwise be being considered.*

*We should not be forced to deal with public embarrassment by crass advertising that aims to sexualise our society, and, largely, to do so by making people think of women performing sex acts.*

*Misogynist sexist, vile comments painted on the vehicles. It's an offence to women, it*

*promotes violence against women and it shouldn't be on the street, it shouldn't be anywhere.*

## **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 concern that the advertisement has sexually related content that is inappropriate for viewing by a broad audience and is an offence to women. The Board viewed the advertisement and noted the advertiser had not provided a response. The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted this advertisement features a slogan on the back of a Wicked Campers' van which reads, "It makes my heart race when you sit on my face".

The Board considered that the text "sit on my face" was generally understood to be a sexual reference.

The Board considered that although most members of the community would consider the statement to be suggestive of intimacy between a man and a woman, the text does not explicitly state this.

The Board considered that the suggestion that one person's 'heart would race' when pleasing their partner sexually is not a statement that is negative toward women and the advertisement did not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender.

The Board determined that the advertisement did breach Section 2.1 of the Code.

The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: "Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience".

As mentioned above, the Board noted that the reference to 'sit on my face' is understood to be a sexual reference. The Board noted that the words are simplistic enough that children could read them or attempt to but agreed that the reference is unlikely to be understood by children.

The Board recognised that many adults would prefer not to be confronted by sexual references particularly on vehicles but considered that the text was relatively sensitive for an adult audience.

The Board noted that the advertisement was on a vehicle that could easily be viewed by children. The Board considered that overall the advertisement was not sexually explicit and did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience

including children.

The Board determined that the advertisement did not breach Section 2.4 of the Code. Finding that the advertisement did not breach any other section of the Code the Board dismissed the complaint.