



# Case Report

1	Case Number	0103/15
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	25/03/2015
6	DETERMINATION	Upheld - Not Modified or Discontinued

## ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

Text that reads: A BLOW JOB IS A GREAT LAST MINUTE GIFT.

## 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 complainants' concern that the advertisement is offensive particularly to women and the sexual concept is inappropriate for a broad audience that would include children.

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, "A blow job is a great last minute gift."

The Board noted that the reference to "blow job" is understood to be a sexual reference. The Board noted the complainants concerns that the slogan is offensive to women. The Board noted that the slogan refers to giving a "blow job" as a gift and that the sexual act is not suggestive that women perform this act as a service to men. The Board considered that the suggestion that a "blow job" be given as a gift is intended to be humorous and is not a negative depiction of the role of women.

The majority of the Board considered that 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 their gender and did not 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".

The Board noted that they had previously upheld a complaint about a slogan that read: "If you've ever met a woman with crooked teeth, you've met a woman who has given Chuck Norris a blow job." The Board noted in case 0078/13 that the advertisement made a reference to a sexual act (blow job) and that regardless of whether the viewer was familiar with the joke, in the Board's view the reference to a blow job is blatantly sexual and is not appropriate

for a broad community who could easily see this advertisement.

The Board noted that consistent with the decision above, most members of the community would find the use of the description of a specific sex act to be distasteful and considered that overall the current advertisement was sexually explicit and did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children.

The Board determined that the advertisement did breach Section 2.4 of the Code.

The Board then 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 the advertisement uses the sexual phrase ‘blow job’ and considered that this reference to a sexual act is not appropriate for the back of a mobile van.

The Board considered that the phrase ‘blow job’ is language which is not appropriate in the circumstances and determined that the advertisement did breach section 2.5 of the Code.

Finding that the advertisement did breach Section 2.4 and section 2.5 of the Code the Board upheld the complaints.

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

The advertiser has not provided a response to the Board's determination. The ASB will continue to work with the relevant authorities in Queensland regarding this issue of non-compliance.