



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0105/15</b>
<b>2</b>	<b>Advertiser</b>	<b>Wicked Campers</b>
<b>3</b>	<b>Product</b>	<b>Travel</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Transport</b>
<b>5</b>	<b>Date of Determination</b>	<b>15/04/2015</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

### ISSUES RAISED

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

### DESCRIPTION OF THE ADVERTISEMENT

Wicked Campers van, rego 797 VGM, with the following slogan written across the rear: "70% of Preists [sic] who've tried camels prefer young boys..."

### THE COMPLAINT

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

*This is a completely inappropriate thing to joke about. Child sexual abuse is no joke and a painted slogan like this could be extremely triggering for people who have been victims of abuse. This trivialises something very serious.*

*I am the foster mother of a child who has been sexually abused so this is extremely real to us and is why I have decided to make a complaint.*

### 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 trivialises sexual abuse and is not appropriate.

The Board viewed the advertisement and noted the advertiser did not provide 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 slogan on a Wicked Campers van reads, “70% of Preists [sic] who’ve tried camels prefer young boys...”

The Board noted that the reference to trying camels could be interpreted as a reference to the advertising campaigns for Camel cigarettes in the 1940s (“More Doctors smoke Camels than any other cigarette”) but considered that the reference to Priests and to young boys is a contemporary reference to sexual abuse scandals within the Catholic Church. The Board considered that the suggestion that Priests would prefer young boys is likely to be interpreted as a sexual preference.

The Board considered that the suggestion that a Priest would engage in sexual relations with both an animal and a young boy is vilifying towards members of a religious order.

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

The Board then 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 the complainant’s concerns about the slogan and about the images on the side of the van. The Board noted that the complainant was able to provide a photograph of the slogan but not of the images therefore the Board can only consider the slogan in this instance.

The Board considered that in light of contemporary concerns in the community regarding high-profile sexual abuse scandals within the church, the most likely interpretation of the

advertisement is that Priests who have had sexual relations with a camel would prefer to have sexual relations with a young boy. The Board considered that this sexual suggestion is inappropriate and does not treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience regardless of age.

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

The Board then 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 the complainant’s concern that the advertisement would be upsetting to people who have experienced sexual abuse.

The Board noted that sexual abuse is a serious issue and considered that an advertisement that makes light of such an issue is inappropriate. The Board considered that in the context of a slogan on a van which will be seen by a broad community the advertisement was totally insensitive to the personal anguish of sexual abuse victims and such a message could impact upon the physical and/or mental health of those who have suffered such abuse.

The Board considered that the advertisement did depict material contrary to Prevailing Community Standards on health and safety.

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

Finding that the advertisement did breach Sections 2.1, 2.4 and 2.6 of the Code the Board upheld the complaint.

## **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.

