



Case Report

1	Case Number	0106/13
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

2.6 - Health and Safety Depiction of smoking/drinking/gambling

DESCRIPTION OF THE ADVERTISEMENT

Wicked Campers vehicle with "LSD Taxi" written across the side.

THE COMPLAINT

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

I was offended by this advertisement in so far as drugs are illegal in Australia, and their consumption should not be encouraged. Furthermore, we, as customers of the company, had to drive around with this car, advertising for the use of drugs despite our objections.

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 concerns that the advertisement depicts an unacceptable image relating to illegal drug use.

The Board viewed the advertisement and noted the advertiser had declined to provide a response.

The Board 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 that the advertisement features an image of a man with a blue pill on his tongue and the words, “LSD Taxi” across the side of a vehicle.

The Board noted that whilst it does not state what exactly the pill on the man’s tongue is, in the Board’s view the depiction of the pill in conjunction with the words, “LSD Taxi” is strongly suggestive of an LSD tablet. The Board considered that to depict a man with an illegal drug on his tongue, and to refer to the vehicle as an LSD taxi, is not appropriate and amounts to a depiction of material which is contrary to prevailing community standards on drug use.

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

Finding that the advertisement breached Section 2.6 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.