



Case Report

1	Case Number	0108/15
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	15/04/2015
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Wicked Campers van, rego 1EBL 791, with the following slogan on the rear: "My cock just died. Can I bury it in your backyard..." and images of cartoon penises representing different countries on the side.

THE COMPLAINT

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

The location was next to a public park, a block from a primary school and I was walking with my 10 year old daughter and her friend at the time. I do not expect to see this type of filth in a residential family neighbourhood.

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 features images of penises along with an inappropriate reference to a cock.

The Board viewed the advertisement and noted the advertiser had not provided a response.

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 this advertisement features the slogan, “My cock just died, can I bury it in your backyard...” on the back of a Wicked Campers van, with cartoon images of penises representing different countries on the side of the van.

The Board noted that whilst the words of the advertisement could be interpreted as referring to a male chicken in the Board’s view the accompanying images of penises gives a sexualised context to the phrase and is suggestive of anal sex. The Board noted that most members of the community would find this suggestion to be offensive.

The Board noted the image of penises and considered that the level of detail is explicit and likely to cause offense to most members of the community.

The Board noted that it would be possible to just view the wording on the rear of the van and not see the images on the sides however the Board considered overall it was more likely that the whole of the van would be viewed. The Board considered that the combination of the images of penises and the wording on the back of the van amounted to an overall depiction of material which puts the issue of sex before the community in a manner which is offensive and inappropriate.

The Board considered that the combination of images and words contained in the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience.

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 the main Macquarie Dictionary definition of cock is: “n. a male chicken” but that a colloquial definition of “a penis” is also provided.

The Board noted that the phrase, “My cock just died, can I bury it in your backyard...” is of itself not inappropriate and could be interpreted as referring to the death of a male chicken and a request to bury the deceased chicken in a person’s backyard.

The Board noted however the images of different penises on the side of the van and considered that these images, albeit in cartoon form, are clearly intended to be the male sex organ. The Board considered that the use of the word 'cock' in conjunction with the images of penises gives a sexualised meaning to the word which is not appropriate for a broad audience.

The Board considered in this instance that the use of the word 'cock' referenced by images of cartoon penises amounts to an overall depiction of language which is obscene and inappropriate in the circumstances.

The Board determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Sections 2.4 and 2.5 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.