



## Case Report

|   |                               |                                       |
|---|-------------------------------|---------------------------------------|
| 1 | Case Number                   | 0109/16                               |
| 2 | Advertiser                    | Wicked Campers                        |
| 3 | Product                       | Travel                                |
| 4 | Type of Advertisement / media | Transport                             |
| 5 | Date of Determination         | 23/03/2016                            |
| 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

This Wicked Campers' van, rego 705 TPC, features a slogan written across the rear panels which reads, "Bukkake ruined my carpet!". The Wicked contact details and website address are on the rear windows as well as a sticker which reads, "Rent me worldwide".

### THE COMPLAINT

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

*This is discrimination against women. It is treating women as the lesser, and is not a joke. It is absolutely not on in this day and age to have this sort of message being pervaded.*

*My 9 yr old son asked me what Bukkake was, I did not know what Bukkake was so I goggled it. After finding out the definition I was not happy to find that was painted on the back of a company vehicle. I now had to try and explain to a 9 yr old why up to 8 or 9 men would repeatedly ejaculate on a woman and how that could ruin your carpet. Thanks Wicked Campers, NOT HAPPY.*

*The suggestion is that if a woman enters this van she will be willingly ejaculated on. It is derogatory and misogynist and encourages the attitude that it is acceptable for men to do this to a female.*

*Additionally, because the term 'bukake' is unusual, it encourages the observer, including children, to look up the word to discover its meaning.*

## **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' concerns that the advertisement discriminates against women and contains sexual language which is inappropriate for children to see.

The Board viewed the advertisement and noted the advertiser's 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 that this advertisement is a slogan on the rear of a Wicked Campers' van which reads, "Bukkake [sic] ruined my carpet".

The Board noted the complainants' concerns that the advertisement treats women as inferior and is discriminatory.

The Board noted that the Urban Dictionary definition of 'bukakke' is that it is a sex act involving groups of men or women.

The Board noted that the advertisement does not specify the gender of the bukakke participant and 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 gender.

The Board determined that the advertisement did not 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 that the term 'bukakke' is not part of the common vernacular and is not likely to be understood by most members of the community. The Board considered however

that unlike advertisements which feature double entendres which will often go over the heads of children, in this instance the word used in the advertisement is not a double entendre but a description of a sexual practice and in the Board's view members of the community, including children, would be likely to look up this word to discover what it means. The Board considered that the word bukakke is explicit sexual language which is inappropriate for children and likely to be considered offensive and inappropriate by most adult members of the community.

Overall the Board considered that the advertisement's use of the word bukakke, which refers to an explicit sexual practice, does not treat the issue of sex with sensitivity to the relevant broad audience which would include children.

The Board 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 bukakke is not part of the common Australian vernacular and considered that whilst many members of the community would not know what the word means in the Board's view it is likely that members of the community would look up the meaning of the word in order to understand the message of the advertisement. In the Board's view whilst the word bukakke is not strong or obscene it is language which is inappropriate in the circumstances due to the broad audience which would include children.

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 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.

