Case Report

1	Case Number	0119/11
2	Advertiser	Liquor Alliance (VIC)
3	Product	Alcohol
4	Type of Advertisement / media	Poster
5	Date of Determination	13/04/2011
6	DETERMINATION	Dismissed

ISSUES RAISED

2.3 - Sex/sexuality/nudity   Treat with sensitivity to relevant audience

DESCRIPTION OF THE ADVERTISEMENT

A photo of a Give Way sign with the word HUMP stuck over the word Way so the sign reads Give Hump. At the bottom right of the poster is a green Thirsty Camel sticker featuring an image of a camel and the words, " Think Camel. Thirsty Camel."

THE COMPLAINT

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

The word "hump" is a vulgar sexual reference and the posters - there are 3 of them that I'm aware of - are inappropriately located in a popular and busy local shopping strip close to 2 local primary schools where they are easily viewable by children.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The core brand value of Thirsty Camel Bottleshops is irreverence. This communication strategy has been in place since the brand was launched in 2005. Whilst the 'camel' is widely

accepted as irreverent, and could sometimes be seen as controversial, it's always light-hearted, left-of-centre and well-meaning.
The 'Think Camel' brand campaign has been designed as a light hearted way to encourage people to visit Thirsty Camel Bottleshops by using the word HUMP, which is synonymous with the camel, in amusing real-life situations.
We believe, in all cases, our communication reflects Thirsty Camel core brand strategy of irreverence, but like any satire it can be taken out of context and might unintentionally offend someone. And in this case, we sincerely apologise for any offence that Thirsty Camel has caused.

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 contains a sexual reference which can be seen by children.

The Board reviewed the advertisement and noted the advertiser's response.

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 and strong or obscene language shall be avoided.'

The Board noted that the advertisement features a close up of a Give Way sign and that a sticker which says 'hump' has been placed over the word 'way' so that the sign now reads 'Give Hump'.

The Board considered the word 'hump' is a word which has a number of meanings which include a hump of a camel, a rise of ground and a colloquial meaning referring to an act of sexual intercourse. The Board considered that the sexual connotation is likely to be seen and understood by adults but equally likely, in the context of a traffic signal, is a reading of the ad as a reference to a hump in the road. In the Board's view if the sexual connotation was taken by an adult this is then clearly clarified in the body of advertisement with the image of the camel which made it clear that the reference is to the hump of a camel. The Board noted that the outdoor advertisement is available to a broad audience including children. The Board considered that the sexual connotation was one of a number and that the advertisement was unlikely to be interpreted by children as a reference to the colloquial sexually suggestive meaning.

The Board determined that the advertisement did not use strong or obscene language and that, although having a sexually suggestive colloquial meaning, the overall impact of the advertisement meant that the word 'hump' was not inappropriate. The Board determined that the advertisement did not breach section 2.5 of the Code.

Finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.