



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0120/19
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	08/05/2019
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.3 - Violence Violence
- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language
- 2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement is a Wicked camper van with VIC registration 1CZ 8N0 and the slogan "The difference between marmalade and jam is you can't marmalade your cock down your girlfriends throat".

THE COMPLAINT

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

I don't need to explain this 'joke' to my 11yr old daughter or her 14yr old sister. It is not OK for these ridiculous 'slogans' to be driven around in public. If junk food is banned from being advertised how is a van promoting jamming your dick down a woman's throat OK?

I found the joke on the back of a wicked camper inappropriate in the public domain





for families and especially children

My 8 year old daughter read it out to me as we were travelling beside it going up the highway today. Asking me about it!

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 Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainants' concerns that the wording on the vehicle was explicit and not appropriate for viewing by children.

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

The Panel noted that this advertisement features the slogan, "The difference between marmalade and jam is that you can't marmalade your cock down your girlfriends throat" on the back of a Wicked Campers van.

The Panel considered whether the advertisement was in breach of Section 2.3 of the Code. Section 2.3 states: "Advertising or Marketing Communications shall not present or portray violence unless it is justifiable in the context of the product or service advertised".

The Panel noted they had considered a similar issue in case 0400/18, in which:

"The Panel considered that the slogan referencing that vaginas 'can take a pounding' was a reference to sex with violent connotations. The Panel considered a reference to sexual violence was not appropriate."

In the current advertisement, the Panel considered that the term 'jamming', although only alluded to in the advertisement was a forceful act with violent connotations. In line with the decision in case 0400/18, the Panel considered that a reference to sexual violence was not appropriate and not justifiable in the context of advertising a rental vehicle.



The Panel considered that the advertisement portrayed violence in a way which was not justifiable in the context of the product or service advertised, and did breach Section 2.3 of the Code.

The Panel 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 Panel considered that the slogan on the van was a crude reference to oral sex and considered that the crudeness of the reference would be considered a strongly sexualised reference that most people would prefer not to see in a public and unavoidable place.

The Panel noted that as a transport advertisement the relevant audience for this advertisement would be broad, and include children. The Panel considered that a strong sexual reference was not appropriate in this context for the relevant broad audience.

The Panel considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and that the advertisement did breach Section 2.4 of the Code.

The Panel 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 Panel noted that the word ‘cock’ is a colloquial reference to a penis. The Panel noted that the use of the phrase in this advertisement is in relation to a sexual act and considered that this amounts to sexually explicit crude language which is not appropriate in the circumstances due to the broad audience in a medium which people may not be able to avoid seeing the images and words.

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

Finding that the advertisement did breach Sections 2.2, 2.3, 2.4 and 2.5 of the Code the Panel upheld the complaints.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Panel's determination. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.

