



Case Report

1	Case Number	0122/16
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 314 WDO, features the following slogan written across the rear panels: "A blowjob a day keeps the breakup away..."

THE COMPLAINT

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

Sexist, inappropriate, crude, public at all times

It's highly offensive, portrays a absolutely putrid message on the subject of the treatment of woman (or men), it's cheap, it's embarrassing, it's highly misogynistic and to be honest we do not need this companies bullshit chiming in on such a sensitive topic in 2016. Please remove this company from our streets and keep them in the dark ages where they belong.

If you're traveling with children in the car it's simply NOT APPROPRIATE that they can read it on another car. It's a violation.

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 is degrading to women and features sexualised language which is not appropriate for display outdoors where children can view it.

The Board viewed the advertisement and noted the advertiser did not provide a 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: “A blowjob a day keeps the breakup away...”

The Board noted the complainants’ concerns that the advertisement is degrading to women but considered that no gender is referenced in the advertisement and the sexual reference could be applicable to a man as well as a woman. As the advertisement does not identify a particular gender, or make any specific reference to a woman, the Board 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 they had previously upheld a similar complaint in case 0078/13 where:

“The Board noted that the advertisement makes reference to a sexual act (blow job) and that the phrase in its entirety is a Chuck Norris joke which would be familiar to some members of the community. The Board considered however that regardless of whether you were familiar with the joke, in the Board’s view the reference to a blowjob is blatantly sexual and is not appropriate for a broad community who could easily see this advertisement.”

In the current advertisement the Board noted that it is on a van driving around and is available to be seen by a broad audience. The Board noted that the reference to a sexual act, a blowjob, is explicit and would be offensive to many members of the community including

children and considered that the advertisement did not treat the issue of sex with sensitivity to the relevant broad audience.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

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 the advertisement uses the sexual phrase, ‘blow job’, and considered that this reference to a sexual act is not appropriate for the back of a mobile van where a broad audience which would include children can view it.

Consistent with previous determinations (0078/13, 0103/15) the Board considered that the phrase, ‘blow job’, is language which is not appropriate in the circumstances and determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement breached 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.

