



Case Report

1	Case Number	0154/16
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	13/04/2016
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

The advertisement is painted on the back panel of a vehicle and states: "Legs are a girls best friend, but even the best of friends must part". The Wicked Campers email and phone contact are also on the rear window above the slogan.

THE COMPLAINT

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

This marketing is derogatory to women and girls, contributing to acceptance and proliferation of rape culture, sexism, misogyny and domestic violence. It is unacceptable in 2016 that this form of advertising is permitted. It would not be allowed in electronic or print media and should not be allowed in any other form of advertising or promotion. I am offended by it as an individual and a mother.

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 concerns that the advertisement is derogatory to women and is not appropriate for an advertisement which will be viewed by a broad audience.

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 which reads, “Legs are a girls [sic] best friend, but even the best of friends must part”.

The Board noted the reference to parting a girl’s legs and considered that this is a sexualised reference which infers that women are objects provided for sexual activity. The Board considered that the overall impression of the wording of the advertisement is that it is directed at men. The Board considered that by reducing women to sexual objects for men’s pleasure the advertisement presents women in a manner which is degrading and as such the advertisement treats women in an unfair or less favourable manner.

The Board considered that the advertisement did 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 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 although the reference to parting a woman’s legs is a sexual reference in the Board’s view it is not explicit. The Board noted that there are no images to accompany the slogan and considered that overall most children would not understand the implied sexual meaning and that most adults would not find the level of sexual suggestion in the advertisement to be strong.

The Board considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children.

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

Finding that the advertisement did breach Section 2.1 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.