



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0170/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	28/05/2014
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Yellow Wicked Campers car with the slogan, "Chuck Norris needs a monkey wrench and a blowtorch to masturbate" written across the side. There is a drawing of a bearded man giving a thumbs up next to the text.

THE COMPLAINT

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

Use of the word "masturbate".

THE ADVERTISER'S RESPONSE

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

The advertiser has not provided 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 concern that the advertisement features inappropriate sexual language.

The Board viewed the advertisement and noted the advertiser failed to provide a response.

The Board 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 advertisement features the text, “Chuck Norris needs a monkey wrench and a blowtorch to masturbate” written across the side panel of a Wicked Campers vehicle.

The Board noted that it had recently upheld a similar slogan on a Wicked Campers vehicle in case 0078/13 which featured the text, “If you’ve ever met a woman with crooked teeth, you’ve met a woman who has given Chuck Norris a blow job”. In that instance:

“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 blow job is blatantly sexual and is not appropriate for a broad community who could easily see this advertisement.”

In the current advertisement the Board considered that the reference to masturbation is a reference to a sexual act.

A minority of the Board considered that this reference to masturbation is not of itself a reference which is inappropriate for a broad audience which would include children as it refers to natural human behaviour.

The majority of the Board however considered that the context in which this reference is made – the additional reference to the use of a monkey wrench and blowtorch – and the clarity of the text on the side of the vehicle amounts to an overall reference to a sexual act which is not appropriate for a broad audience which would include children.

The Board considered that the advertisement did not treat the issue of sex with sensitivity to the relevant audience and determined that the advertisement did 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 and strong or obscene language shall be avoided”.

The Board noted that the word ‘masturbate’ is a reference to a sexual act.

A minority of the Board considered that the word masturbate is the correct word for a solo

sexual act and is not a word which should be considered strong or obscene.

The majority of the Board however considered that most members of the community would agree that this is not appropriate language when used in the context of a slogan on the side of a moving vehicle able to be seen by a broad audience.

The Board considered that the advertisement did feature language which is inappropriate, strong and/or obscene and 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 complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The Advertiser failed to respond.