



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
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Case Report

1. Case Number :	0188-20
2. Advertiser :	Wicked Campers
3. Product :	Travel
4. Type of Advertisement/Media :	Transport
5. Date of Determination	24-Jun-2020
6. DETERMINATION :	Upheld – Not Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.4 Sex/sexuality/nudity
AANA Code of Ethics\2.5 Language

DESCRIPTION OF ADVERTISEMENT

This transport advertisement on the back of a campervan features the faded text, "There's two types of people, ones that love it up the arse and ones that don't know they'll love it up the ****." The last word has been covered with tape.
South Australian licence plate S664 BSW

THE COMPLAINT

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

Offensive language that encourages rape culture. Not appropriate for individuals in public to see as its offensive.

Highly offensive

THE ADVERTISER'S RESPONSE



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

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' concern that the vehicle featured offensive language and encouraged rape culture.

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

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 noted that the advertisement had been modified, with tape used to cover the last word (arse) and parts of the text scratched out, but considered that it was still clear what the text said.

The Panel noted the reference to "up the arse" and considered that this is an explicit reference to a sexual act.

The Panel noted that the advertisement is on a van and is available to be seen by a broad audience which would include children and considered that even if children did not understand the sexual meaning in the advertisement, in the Panel's view the reference to anal sexual on an outdoor advertisement would be considered strong and inappropriate by most adults.

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

The Panel 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 the advertisement includes the word 'arse'. The Panel noted that the words of itself is not strong or obscene and is commonly used in Australian vernacular however the Panel considered that in this instance the word is used in a strongly sexually charged context in the advertisement and in the Panel's view the effect of



using the word in a sentence with a clear sexual theme is strong and obscene. The Panel noted that the advertisement is very colourful and likely to attract attention of a broad array of the community as it is on a motor vehicle. The Panel considered that the language is sexualised and not appropriate for the broad audience which would include children.

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

Finding that the advertisement did breach Sections 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.