



ADVERTISING
STANDARDS
BUREAU

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Case Report

1	Case Number	0200/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	11/06/2014
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

Green Wicked Campers car, rego 1E1P 359, with the words, "Half of life is fucking up, the other half is dealing with it" written across the side panel.

THE COMPLAINT

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

I had children in my car who can read. The word "fucking" is offensive and my children know that it is not appropriate for reasonable people to use the word in public. They were frightened to see it on a vehicle and wanted to call the police.

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 concern that the advertisement features inappropriate language particularly as it can be viewed by children.

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 2.5 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 advertisement features the text, “"Half of life is fucking up, the other half is dealing with it" written across the side panel of a Wicked Campers vehicle – registration plate rego 1E1P 359.

The Board noted that it had recently upheld a similar slogan on a Wicked Campers vehicle in case 0091/14 which featured the text, "God I'm Fucking Awesome" In that instance: “The Board considered that the word “Fuck? is not appropriate for such an audience and that it is a word which most members of the community would consider offensive.”

The Board also noted that Community perceptions research conducted in 2012 identified that “in terms of advertisement unacceptability, the broader community was in general more conservative than the Board may have anticipated regarding themes of strong language”.

The Board noted that the advertisement is featured on a vehicle and it is likely that it will be viewed by a broad audience which would include children.

Consistent with the decision above, the Board 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 provide a response to this matter.

