



**ADVERTISING  
STANDARDS  
BOARD**

Level 2, 97 Northbourne Avenue, Turner ACT 2612  
Ph: (02) 6173 1500 | Fax: (02) 6262 9833  
[www.adstandards.com.au](http://www.adstandards.com.au)

ACN 084 452 666

# Case Report

<b>1</b>	<b>Case Number</b>	<b>0220/17</b>
<b>2</b>	<b>Advertiser</b>	<b>Wicked Campers</b>
<b>3</b>	<b>Product</b>	<b>Travel</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Transport</b>
<b>5</b>	<b>Date of Determination</b>	<b>24/05/2017</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

## ISSUES RAISED

2.5 - Language Strong or obscene language

## DESCRIPTION OF THE ADVERTISEMENT

" F\*\*k.. I think I just snapped my G-string"

## THE COMPLAINT

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

*I found it highly offensive as would most reasonable people.  
I realize it is over 12 months old but if it is still around then please consider action.  
I have a clear picture of it showing the number plate that can be forwarded to your office.*

## 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 features a slogan which displays highly offensive language.

The Board viewed the advertisement and noted the advertiser’s 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 (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted that this advertisement is a slogan on the rear of a Wicked Campers’ vehicle and reads, “Fuck I just snapped my G-string.”

The Board noted that it had previously upheld a complaint about the use of the F word on a Wicked Campers’ van in case 0044/15.

In that case the Board considered that the vehicle would be likely to be viewed by a broad audience which would include children and considered that the word ‘fucking’ is a word which most members of the community would find strong, obscene and offensive.

The Board noted that it had upheld another similar complaint for Wicked Campers (ref: 0101/13) that included the text “Fuck it dude....let’s go bowling.” The Board considered that in this case the word “Fuck” is not appropriate for an audience that would include children 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 the current 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 decisions above and in consideration of the research 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 determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement breached section 2.5 of the Code the Board upheld the complaint.

## **THE ADVERTISER'S RESPONSE TO DETERMINATION**

The advertiser has failed to provide a response to the Board’s determination. ASB is liaising with the Qld Department of Transport and Main Roads in accordance with the provisions of the Transport Operations (Road Use Management) (Offensive Advertising) Amendment Act 2016.

