



Ad Standards Community Panel
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AdStandards.com.au

Ad Standards Limited
ACN 084 452 666

Case Report

1. Case Number :	0231-19
2. Advertiser :	Wicked Campers
3. Product :	Travel
4. Type of Advertisement/Media :	Transport
5. Date of Determination	24-Jul-2019
6. DETERMINATION :	Upheld - Not Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.5 Language

DESCRIPTION OF ADVERTISEMENT

This transport advertisement features:

Text on rear of van: "Eazy Moving van. It's a great cunt of a day. Fri-Mon \$120. Wickedcampers.com".

Text on side of van: "This cunt Fri-Mon \$120 Full Cost 1800246869" and "Need to move. No Bond. What'sapp/text/call".

Victorian Registration number UMI530.

THE COMPLAINT

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

The vehicle is parked on a relatively main road in front of a bus stop. The offensive work is not suitable for public use in any forum. Bus stop is used by a residential area, including children.

Grossly offensive language

I have young children who could read this as we walk by.



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' concerns that the wording on the vehicle was offensive.

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

The Panel noted that this advertisement features the wording on the back, "Eazy moving van. It's a Great cunt of a day. Fri-Mon \$120. Wickedcampers.com" and wording on the side of the vehicle is "This cunt Fri-Mon \$120 Full Cost 1800246869" and "Need to move. No Bond. What'sApp/text/call". The Panel noted the Victorian Registration number UMJ530.

The Panel then 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 Practice Note for the Code provides that, "The "f" and "c" words are generally not permitted."

The Panel considered that many people in the community would find the word 'cunt' to be strong and obscene language.

The Panel noted that it had upheld similar complaints for this word in cases 0100-17, 0515-16 and 0408-15. The Panel considered that in the above-mentioned cases the word "cunt" is a word which most members of the community would consider offensive.

The Panel noted that 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 Panel considered that the word "cunt" is not appropriate for such an audience and that it is a word which most members of the community would consider obscene.



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

Finding that the advertisement did breach Section 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.