



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0295/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	11/07/2018
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.4 - Sex/sexuality/nudity S/S/N - sexualisation of children

DESCRIPTION OF THE ADVERTISEMENT

Campervan with South Australian licence plate 'S239BPH and the slogan "Girl sits on judges lap and gets a honorable discharge" painted on the rear of the van.

THE COMPLAINT

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

*Uses imagery of a girl being sexually abused by an older man.
I can't really see why or how a car hire company would find this to be a good joke to have out in the public domain, except to offend, and in offending, garner publicity. I don't consider myself prudish in the least, but to me this sort of stuff alludes to and trivialises sexual assault in a very insensitive way - after all, the judge, like Weinstein, has all of the power, and this joke makes light of the fact that such power is used for sexual gratification, likely at someone else's expense. Besides which, the humour is low grade smut that would be more at home in a high school than out in public where*



other road users have little choice but to be exposed to it, and little recourse if they are.

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 complainant's concern that the advertisement is sexualised and suggests inappropriate sexualisation of children.

The Panel viewed the advertisement and noted the advertiser did not provide 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 this transport advertisement featured the slogan 'girl sits on a judges lap and gets a honourable discharge'.

The Panel noted the complainant's concern that this phrase is suggestive of a girl being sexually abused by an older man, and it is inappropriate in the context of a transport advertisement which would have a broad audience.

The Panel noted that this advertisement appeared on the back of a camper van and considered that the relevant audience would therefore be broad and likely to include children.

The Panel considered that there were no pictures associated with the images and the individual words themselves are not sexual. The Panel considered that young children would probably not be able to understand the sexual meaning behind the slogan.

The Panel then considered whether the wording of the slogan was appropriate for a broad adult audience.



The Panel considered that the mixed metaphor of the military term 'honourable discharge' with a court-room context of 'judge' meant that the only logical interpretation of this phrase was of a highly sexualised nature.

The Panel considered that the term 'girl' is usually used to describe a female child or a young woman and the term judge stereotypically refers to an older (usually male) authority figure. The Panel considered that the suggestion of a girl sitting on a male judge's lap resulting in 'discharge' was a sexual connotation that was inappropriate.

The Panel considered that the use of the words 'girl' and 'judge' was suggestive of a power imbalance and combined with the sexual connotation of 'honourable discharge' was a sexual message which would likely offend a broad adult audience.

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

Finding that the advertisement breached Section 2.4 of the Code, the Panel upheld the complaint.

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.