



Case Report

1	Case Number	0302/17
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	12/07/2017
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This Wicked Campers' van (rego WA 1BJW 32B) features a slogan written on the rear panels which reads, "A wife: an attachment you screw on the bed to get the housework done".

THE COMPLAINT

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

Rude and disgusting slogans displayed on all the vans. Humiliating and making fun of women in all of them.

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 depicts a rude slogan which is humiliating for women.

The Board viewed the advertisement and noted the advertiser’s response.

The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Board noted this Wicked Campers van, Western Australia registration 1BJW 32B, features the slogan, “A wife is an attachment you screw on the bed to get housework done”.

The Board noted the advertisement suggests a wife is an ‘attachment’ who should do housework and considered that by comparing a wife to an object, and suggesting that her role is to do the housework, the advertisement implies that a wife is not an equal participant in a marriage.

The Board noted the Practice Note to Section 2.1 provides the following definitions:

“Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.”

The Board considered that comparing a wife, i.e. a woman, to an object and suggesting that her role is to do housework is discriminatory as it implies unfair or less favourable treatment compared to a husband, and vilification as it is humiliating and incites contempt.

The Board considered that the advertisement did portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of gender and determined that the advertisement did breach Section 2.1 of the Code.

The Board 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 Board noted the wording of the advertisement. The Board noted that ‘screw’ is a common Australian colloquial reference to sexual intercourse and considered that the reference to ‘screw on a bed’ is a sexual reference. The Board noted that younger members of the community may not understand the sexual meaning of the word ‘screw’ but considered that older children and adults would understand this meaning and in the Board’s view this

reference to sexual activity is likely to be considered offensive by most members of the community, especially given the discriminatory context in which it is made.

The Board noted the placement of the advertisement on the rear of a vehicle means that the audience would be broad and considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and determined that the advertisement did breach Section 2.4 of the Code.

Finding that the advertisement did breach Sections 2.1 and 2.4 of the Code, the Board upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Board's determination. The ASB will continue to work with the relevant authorities regarding this issue of non-compliance.