



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0303/17</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>12/07/2017</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

## ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

This Wicked Campers' van (rego WA 1CDF 957) has a slogan written on the rear panels which reads, "Behind every great woman is a man checking out her arse".

## 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 1CDF 957, features the slogan, “Behind every great woman is a man checking out her arse”.

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 noted the advertisement makes reference to a man checking out a woman’s bottom and considered that this amounts to unfair or less favourable treatment as it suggests that the only attribute of a woman is her bottom.

The Board noted that the advertisement suggests that men would be looking at a woman’s bottom and considered that this is also unfair or less favourable treatment as it suggests that men objectify women.

Overall 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 2.5 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 the advertisement uses the word ‘arse’.

The Board noted the word ‘arse’ is a colloquial reference to a bottom and considered that this word is generally not of itself considered strong or obscene. The Board noted however that the advertisement is on a moving vehicle and would be seen by a broad audience which would include children and considered that in this context it is not appropriate to have such a word prominently written across the rear of the vehicle. The Board noted that the word ‘arse’ is being used in the context of objectifying a woman’s body and considered that overall most members of the community would find this usage to be inappropriate.

Consistent with previous determinations regarding the use of the word 'arse' on a Wicked Campers van (0116/16, 0003/17), the Board considered that the advertisement did use language which is not appropriate in the circumstances and determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Sections 2.1 and 2.5 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.