



**ADVERTISING  
STANDARDS  
BOARD**

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## Case Report

<b>1</b>	<b>Case Number</b>	<b>0333/17</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>09/08/2017</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

### ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

### DESCRIPTION OF THE ADVERTISEMENT

This Wicked Campers advertisement is on the rear of a van, rego Victoria UTT 089, and features the text, "I believe wet dreams are a hand job from God".

### THE COMPLAINT

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

*The slogan 'I believe wet dreams are a hand job from God' is both sexualised and offensive to members of any faith community. This van was parked in front of a public park - complaints received from parents who shouldn't have to explain sexualised concepts to young children; slogan is also offensive to anyone from a faith community. Photograph available.*

### 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 (the “Board”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Board noted the complainant’s concerns that the advertisement uses offensive language that is sexualised and inappropriate.

The Board viewed the advertisement and noted the advertiser did not respond.

The Board first 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 advertisement featured the slogan “I believe wet dreams are a hand job from God.”

The Board noted the complainant’s concern that the slogan is offensive to members of any faith.

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 the use of a sexually related act ‘and wet dream’ and a ‘hand job’ in connection with a reference to God. The Board noted that most members of the community would understand the sexual relevance of these phrases and considered that the use of these in connection with ‘God’ is clearly intended to ridicule and undermine people’s religious beliefs.

The Board considered that the phrase blatantly disrespects sections of the community on account of religious belief and that this did amount to vilification.

The Board considered the advertisement did breach section 2.1 of the Code.

The Board then 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 that it had recently dismissed a slogan for the same advertiser (0215/17) that read “Confucius say man who go to bed with sexual problem wakeup with solution in hand.” In that case the Board noted that “...the ‘solution’ is understood to be a reference to masturbation, and in the Board’s view it is a mild reference which is unlikely to be understood by younger children and given that it is primarily innuendo, it does treat a sexual reference with sensitivity and most adults would not find it to be offensive.

In contrast, in the current case, the Board considered that the use of the term ‘wet dream’ was more broadly understood and was clearly a reference to the sexual act. The Board considered the term ‘hand job’ and noted that similar to the above case, this term is understood to be a reference to masturbation.

The Board noted that overall, the theme and tone of the slogan was not at all subtle or discreet and considered that the use of this slogan on a medium that would involve a broad audience including children, was not appropriate and did not treat the issue of the sex, sexuality and nudity with sensitivity to the relevant audience.

The Board determined that the advertisement did breach Section 2.4 of the Code.

Finding that the advertisement did breach the Code on the above mentioned grounds, the Board upheld the complaint.

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