



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0352/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	08/08/2018
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

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

DESCRIPTION OF THE ADVERTISEMENT

Wicked Campervan with QLD registration 509-XUM. Words on the back of the vehicle stating "The difference between an egg and a wank, you can beat an egg".

THE COMPLAINT

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

Inappropriate and offensive slogan. Children in our vehicle reading slogan. Regular occurrence with these vehicles.

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 (“Panel”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Panel noted the complainant’s concern that the advertisement contains an offensive slogan.

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

The Panel noted the transport advertisement featured the words ‘The difference between an egg and a wank, you can beat an egg.’

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 the complainant's concern that the advertisement contains a sexual reference which is inappropriate for a broad audience that would include children. The Panel noted the reference to ‘a wank’ and considered that this is an explicit reference to a sexual act. Consistent with previous determinations in cases 0170/14 and 0486/15, the Panel considered that this reference to a sexual act would be considered inappropriate by most members of the community in the context of an outdoor advertisement.

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

The Panel 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 advertisement includes the word ‘wank. The Panel noted it had previously dismissed instances of the word ‘wanker’ on television and radio in cases 0066/15 and 0364/05, but considered that the written form has a different impact and is more direct. The Panel considered that this combined with the clear sexual



context in this case was too strong for a broad audience.

The Panel noted that the advertisement is very colourful and likely to attract attention and that it is on a moving vehicle and considered that the language is a clear reference to a sexual act and not appropriate for the broad audience which would include children.

Consistent with previous determinations in cases 0170/14 and 0486/15, the Panel considered that the advertisement did use language which is inappropriate to in the context of the medium and likely audience.

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

Finding that the advertisement did breach Section 2.4 and Section 2.5 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has failed to provide a response to the Board's determination. Ad Standards is liaising with the Qld Department of Transport and Main Roads in accordance with the provisions of the Transport Operations (Road Use Management) (Offensive Advertising) Amendment Act 2016 (Qld).