



Case Report

1	Case Number	0363/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	24/09/2014
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

"A Blow job a day beats an apple."

THE COMPLAINT

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

It's sexually explicit.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

The advertiser failed to respond.

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 contains sexually explicit language which is inappropriate.

The Board viewed the advertisement and noted the advertiser did not provide a response. 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 advertisement features the text, "a blow job a day beats an apple".

The Board noted it had previously upheld similar slogans for the same advertiser, specifically in case 0078/13 where:

"The Board noted that the advertisement makes reference to a sexual act (blow job) and that the phrase in its entirety is a Chuck Norris joke which would be familiar to some members of the community. The Board considered however that regardless of whether you were familiar with the joke, in the Board's view the reference to a blow job is blatantly sexual and is not appropriate for a broad community who could easily see this advertisement."

Consistent with this previous determination the Board noted the advertisement uses the sexual phrase, 'blow job' and considered that this reference to a sexual act is not appropriate for the back of a mobile van which is viewable by a broad audience.

The Board considered that the inclusion of this slogan on a van had no relevance to the nature of the business which is to hire vans for travel and that in this way, the slogan is completely out of context and is sexually explicit.

The Board determined that the advertisement did breach Section 2.4 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 and strong or obscene language shall be avoided".

The Board noted that the word 'blow job' is a colloquial reference to fellatio. The Board noted that the use of the word 'blow job' in this advertisement is in relation to a sexual act and considered that this amounts to language which is inappropriate in the circumstances.

The Board agreed that the use of the phrase is intended to shock readers. The Board considered that to draw attention to the business through the use of obscenities is not accepted by the community and the language used in the context of a slogan is explicit and inappropriate.

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

Finding that the advertisement breached Sections 2.4 and 2.5 of the Code the Board upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser did not provide a response to the determination.

