



Case Report

1	Case Number	0373/12
2	Advertiser	Wicked Campers
3	Product	Professional Service
4	Type of Advertisement / media	Transport
5	Date of Determination	12/09/2012
6	DETERMINATION	Upheld - Modified or Discontinued

ISSUES RAISED

- 2.1 - Discrimination or Vilification Race
- 2.1 - Discrimination or Vilification Sexual preference

DESCRIPTION OF THE ADVERTISEMENT

Blue Wicked Campers van with white text, registration 632 RKY (QLD) - 'It's better to be black than gay cos you don't have to tell your parents'.

THE COMPLAINT

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

I am greatly concerned at the offensive message on this Wicked campervan.

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 is offensive and discriminatory.

The Board viewed the advertisement and noted the advertiser had not provided a 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, sex, age, sexual preference, religion, disability or political belief.'

The Board noted that a copy of the advertisement had been provided by the complainant and that the advertisement contains the statement, "It's better to be black than gay cos you don't have to tell your parents" written across the back of the Wicked Camper van.

The Board noted that whilst the statement does reflect a reality that to tell your parents you are gay can be a difficult experience, in the Board's view the tone of the advertisement suggests that being gay, and being black, is shameful. The Board considered that a majority of the community would consider the message of the advertisement is that being black is somewhat more acceptable than being homosexual, however both characteristics are portrayed as being inferior to the superior perception of being white and heterosexual.

The Board considered that the advertisement presents skin colour and sexual preferences in a manner which is negative and that this portrayal amounts to a depiction which discriminates and vilifies sections of the community.

Based on the above the Board determined that, in this instance, that the advertisement did depict material that discriminated against or vilified sections of society.

The Board determined that the advertisement did breach Section 2.1 of the Code.

Finding that the advertisement breached Section 2.1 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

This has since been removed from our van.