



Case Report

1	Case Number	0394/16
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	28/09/2016
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This Wicked Campers' van, registered in Queensland (410 VZK) features a slogan on the rear which reads, "Your thighs won't touch if my head's between them..." The phone number, 1800 24 68 69, and website address, wickedcampers.com, are written above the slogan, along with, "Rent Me Worldwide".

THE COMPLAINT

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

In the public arena we should not be forced to read material that we would never chose to read in private. Blatant disregard for families' (we have a 13 & 14 year old) trying to bring up sexually responsible children should not be tolerated.

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 features inappropriate content for a broad audience which includes children.

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 that this advertisement features the wording, “Your thighs won't touch if my head's between them” written in large white font against an orange/red background on the rear of a Wicked Campers’ van.

The Board noted that the advertisement does not feature sexualised language or any imagery but considered that the reference to a person’s head between another person’s thighs is unlikely to be interpreted in any way other than as a reference to a sexual act.

The Board noted that the advertisement is on a van driving around and is available to be seen by a broad audience which would include children and considered that even if children did not understand the sexual meaning in the advertisement, in the Board’s view the reference to a sexual act on an outdoor advertisement would be considered strong and inappropriate by most adults. The Board noted it had previously dismissed a similar complaint about a Wicked Campers’ slogan in case 0102/15 but considered that current community views indicate that the current slogan is unacceptable.

The Board considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience of both adults and children.

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

Finding that the advertisement did breach Section 2.4 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 in Queensland regarding this issue of non-compliance.

