



ADVERTISING
STANDARDS
BUREAU

Level 2, 97 Northbourne Avenue, Turner ACT 2612
Ph (02) 6173 1500 | Fax (02) 6262 9833
www.adstandards.com.au
ACN 084 452 666

Case Report

1	Case Number	0403/13
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	27/11/2013
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

Image on the side of a Wicked Campers van featuring two parrots. One has a speech bubble which reads, "Grandpa, do you & Grandma still have sex?" and the other has a speech bubble reading, "Just oral, I say 'Fuck you' she says 'Fuck you too'".

THE COMPLAINT

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

I was walking along the road with my six-year-old daughter. She is a capable reader, and proceeded to read the entire advertisement aloud to me, and ask me what it meant. I was completely unprepared for this!

Where to start? The cartoon includes the word "fuck" and references to both sex and oral sex. These are not concepts I feel ready to discuss with my six-year-old child.

I believe the owners of Wicked Campers need to consider that ANYONE old enough to read will be exposed to the content of their vans' artwork. If it's not appropriate for a six-year-old, then it should not be on public display.

While I acknowledge that Wicked Campers cannot be responsible for where their vans are driven or parked, this particular van was parked in the middle of Noosa Heads, on the weekend of the Noosa Triathlon. Families with young children were everywhere. I am sure I am not the only parent who was put in the uncomfortable position of having to explain this particular cartoon to their child that day.

THE ADVERTISER'S RESPONSE

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

The advertiser has not provided 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 concern that the advertisement features offensive sexualised language which is not appropriate for children to view.

The Board viewed the advertisement and noted the advertiser had not provided 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 the advertisement features the text, “Grandpa, do you and grandma still have sex?”, “Just oral. I say ‘Fuck you’ she says, ‘Fuck you too’” which is written across the side of a Wicked Campers’ van and so can be viewed by a broad audience which would include children.

The Board noted that the advertisement makes reference to a sexual act (oral sex) and uses sexualised language (sex, fuck). The Board considered that the references to oral sex are blatantly sexual and not appropriate for a broad community which would include children.

The Board considered that this reference to a sexual act is explicit and does not treat the issue of sex with sensitivity to the relevant broad audience.

On this basis the Board determined that the advertisement did breach Section 2.4 of the Code.

The Board then 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 the advertisement uses the sexual phrase, “oral sex”, as well as the words “fuck you” which are used in an aggressive manner. The Board considered that this language is sexualised, strong and obscene and is not appropriate for a broad audience.

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.

ADVERTISER RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Board's decision.

The ASB will continue to work with Queensland Police and other agencies to resolve this issue.