



Case Report

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| 1 | Case Number | 0408/15 |
| 2 | Advertiser | Wicked Campers |
| 3 | Product | Travel |
| 4 | Type of Advertisement / media | Transport |
| 5 | Date of Determination | 14/10/2015 |
| 6 | DETERMINATION | Upheld - Not Modified or Discontinued |

ISSUES RAISED

2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

This sticker features the text, "Attention Thieves. Thou Shalt Not Steal. God is watching you thieving cunt". In the right hand corner is the Wicked logo and the website address: wickedcampers.com.

THE COMPLAINT

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

I was so offended and shocked by the language in this sticker that I took a photo. The van was parked at McDonald's where there are many children.

Upon leaving the McDonald's car park my ten year old son asked me what a 'cunt' was. He had obviously seen the sticker as we were parked next to the Wicked Campervan. There are many ways to convey a message and the use of THAT word is 100% unnecessary to make their point.

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 a strong swear word which is not appropriate for display outdoors where children can view it.

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

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 (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted that this advertisement is a sticker featuring the text, “Attention Thieves. Thou shalt not steal. God is watching you thieving cunt. Wickedcampers.com”.

The Board noted the use of the ‘c’ word and considered that this is a word which is considered both strong and obscene by most members of the community. The Board noted that this advertisement is on display on a vehicle and considered that the audience would include children. Consistent with a previous determination against the same advertiser in case 350/08 where the ‘c’ word was used in Japanese style font, the Board considered that the use of the ‘c’ word in full in an advertisement is strong and obscene and is not appropriate in the circumstances.

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

Finding that the advertisement did breach Section 2.5 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.

