



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

|   |                               |                                       |
|---|-------------------------------|---------------------------------------|
| 1 | Case Number                   | 0425/18                               |
| 2 | Advertiser                    | Wicked Campers                        |
| 3 | Product                       | Travel                                |
| 4 | Type of Advertisement / media | Transport                             |
| 5 | Date of Determination         | 26/09/2018                            |
| 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

This transport advertisement has a WA registration of 1DEA.616 and with text displayed on the boot stating "I'm here for the bukakke".

## THE COMPLAINT

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

*The ad contains offensive explicit sexual content and is in the public domain. It's content is not appropriate for the outdoor advertising environment.*

*The ad is not targeted for a restricted audience but is in the public domain where children and minors can view this explicit sexual content.*

*The car has colourful zebra stripes which could attract the attention of children and minors.*



*Wicked Campers have a history of offensive, sexually explicit and misogynistic advertising on their vehicles.*

*I have a photo clearly displaying the ad/slogan and car rego.*

### **THE ADVERTISER'S RESPONSE**

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

*Advertiser did not provide a response.*

### **THE DETERMINATION**

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the wording on the vehicle was not acceptable.

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

The Panel 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 Panel noted that this advertisement features the slogan, "I'm here for the bukkake" on the back of a Wicked Campers car.

The Panel noted that as the advertisement is on the back of a motor vehicle the relevant audience is likely to be broad and include children.

The Panel noted that the Urban Dictionary definition of 'bukakke' is that it is a sex act involving groups of men ejaculating on a single recipient.

The Panel noted that it had previously considered an advertisement for the same advertiser, which used the phrase "bukake ruined my carpet" in case 0109/16. In this case, which identifies the Panel as the former Advertising Standards Board (the Board):



“The Board noted that the term ‘bukakke’ is not part of the common vernacular and is not likely to be understood by most members of the community. The Board considered however that unlike advertisements which feature double entendres which will often go over the heads of children, in this instance the word used in the advertisement is not a double entendre but a description of a sexual practice and in the Board’s view members of the community, including children, would be likely to look up this word to discover what it means. The Board considered that the word bukakke is explicit sexual language which is inappropriate for children and likely to be considered offensive and inappropriate by most adult members of the community. Overall the Board considered that the advertisement’s use of the word bukakke, which refers to an explicit sexual practice, does not treat the issue of sex with sensitivity to the relevant broad audience which would include children.”

Consistent with the determination in case 0109/16, in the current advertisement the Panel considered that although this is not a term likely to be understood by many members of the community, it is explicit sexual language which would likely be considered offensive and inappropriate by most members of the community.

The Panel considered that the advertisement did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience and that the advertisement did breach Section 2.4 of the Code.

The Panel 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 Panel noted that in case 0109/16:

“The Board noted that bukakke is not part of the common Australian vernacular and considered that whilst many members of the community would not know what the word means in the Board’s view it is likely that members of the community would look up the meaning of the word in order to understand the message of the advertisement. In the Board’s view whilst the word bukakke is not strong or obscene it is language which is inappropriate in the circumstances due to the broad audience which would include children.”

Consistent with the previous determination, the Panel considered that whilst the word bukakke is not strong or obscene language it is sexually explicit language which is not appropriate in the circumstances due to the broad audience which would include children.

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



Finding that the advertisement did breach Sections 2.4 and 2.5 of the Code the Panel upheld the complaint.

**THE ADVERTISER'S RESPONSE TO DETERMINATION**

The advertiser has not responded to the Panel's decision.  
Ad Standards continues to work with State Governments in regard to offensive advertising on motor vehicles.