



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0444/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	10/10/2018
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

Wicked Camper Van with SA registered plates 'S011 BMU'. The back of the van features the words 'Life is like a bowl of soup, you only get blown when you're hot...' and the side of the van features a picture of an alien pointing a finger upwards and the words 'GET IT UP YA'.

THE COMPLAINT

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

I have reported this South Australian based camper van hire company previously for it's obscene messages scrawled on it's hire vehicles, which are usually rented by overseas visitors (backpackers). This particular van was illegally parked in a suburban street in Byron Bay (street camping is forbidden in Byron Bay). Obscene and offensive messages on the van.



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 concerns that the imagery and wording on the vehicle was obscene and offensive.

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, "Life is like a bowl of soup, you only get blown when you're hot..." on the back of a Wicked Campers car, and an image of an alien pointing a finger upwards and the text "GET IT UP YA" on the side of the vehicle.

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

The Panel first considered the slogan on the rear of the van. The Panel considered that there were no images associated with the text and the individual words themselves are not sexual. The Panel noted that young children would probably not be able to understand the sexual meaning behind the slogan, however the Panel considered that the clear sexual inference of the words are a specific reference to oral sex and the Panel considered that the reference to a sexual act would be considered inappropriate by most members of the community in the context of an outdoor advertisement.

The Panel then considered the advertisement on the side of the van. The Panel noted that the phrase "get it up ya" is not overly common in the Australian vernacular. The Panel considered however, that the phrase in conjunction with the image of the alien with a finger pointing upwards can be most reasonably interpreted as a reference to



the common stereotype of being probed by an alien being. The Panel considered that the image and words are an implication of digital penetration and that this was a depiction of material which puts the issue of sex before the community in a manner which is offensive and inappropriate.

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 considered the text on both the rear and side of the van, and considered that whilst the words themselves are not strong or obscene language the clear inference from both phrases 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 provided a response to the Panel's determination. Ad Standards will continue to work with the relevant authorities regarding this issue of non-compliance.