



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0465/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	14/11/2018
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 campervan with SA registration S758BAB features the text "Nothing says romance like choking on a dick because you're choosing his penis over air. Now that's love".

THE COMPLAINT

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

This is NOT ok to be driving around on public roads and freely visible to anyone. Firstly it is freely accessible pornographic & sexual referenced material that is not only offensive to legal aged individuals who do not wish to view or visualise this vulgar language, but it is also COMPLETELY inappropriate and damaging for under age children to view or read this!

What I find most astonishing is that regardless of the previously vulgar and inappropriate advertising this company has demonstrated that has been ruled



Inappropriate, they continue to get away with this. They keep showing a disregard and just change the slogans to something else vulgar or offensive. When will people and children's rights be protected from marketing material put out by this company. They do it with intention. That is proven. I am also confused that previous complaints submitted to ASB have been ruled that they show no regard or response and that the ASB will continue to work with relevant authorities in QLD about non-compliance. What traction has happened with this and is there anything more we can do to have their advertising rights revoked or fines applied for non-compliance to the standards?

THE ADVERTISER'S RESPONSE

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

Advertiser did not respond.

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 vulgar 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 on the back of a Wicked Campers van features the text, "Nothing says romance like choking on a dick because you're choosing his penis over air. Now that's love."

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 noted the complainant's concern that the advertisement contains a sexual reference which is inappropriate for a broad audience that would include children.

The Panel noted that the advertisement refers to "choking on a dick" and considered that this is an explicit reference to a sexual act 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 noted that the word ‘dick’ is a colloquial reference to a penis. The Panel noted that the use of the phrase “choking on a dick” in this advertisement is in relation to a sexual act and considered that this amounts to sexually explicit language which is not appropriate in the circumstances due to the broad audience in a medium which people may not be able to avoid seeing the images and words.

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.