



# Case Report

<b>1</b>	<b>Case Number</b>	<b>0467/17</b>
<b>2</b>	<b>Advertiser</b>	<b>Wicked Campers</b>
<b>3</b>	<b>Product</b>	<b>Travel</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Transport</b>
<b>5</b>	<b>Date of Determination</b>	<b>25/10/2017</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

## ISSUES RAISED

2.5 - Language Strong or obscene language

## DESCRIPTION OF THE ADVERTISEMENT

Signage on a wicked camper vehicle. " mother fucking awesome "  
Signage on a wicked camper vehicle. " mother fucking awesome "

## THE COMPLAINT

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

*Displaying offensive image in a public place.*

## 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 Advertising Standards Board (the “Board”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Board noted the complainant’s concerns that the advertisement uses offensive language that is obscene and inappropriate.

The Board viewed the advertisement and noted the advertiser did not respond.

The Board 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 this Wicked Campers vehicle with registration 128-VTR featured the slogan “mother fucking awesomeness.”

The Board noted that it had upheld similar complaints for Wicked Campers 0090/14, 0091/14, 0092/14 and 0101/13) that included the text “Fuck, fucking and fucking awesome.”

The Board considered that in the above mentioned cases that the word "Fuck" and its derivatives were not appropriate for an audience that would include children and that it is a word which most members of the community would consider offensive.

The Board noted the Community perceptions research conducted in 2012 which identified that “in terms of advertisement unacceptability, the broader community was in general more conservative than the Board may have anticipated regarding themes of strong language”.

The Board noted that the current advertisement is featured on a vehicle and it is likely that it will be viewed by a broad audience which would include children.

Consistent with the decisions above and in consideration of the research the Board considered that the word "fucking" is not appropriate for such an audience and that it is a word which most members of the community would consider obscene.

The Board considered that the advertisement did feature language which is obscene and that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement breached 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 regarding this issue of non-compliance.