



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0474/18
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

DESCRIPTION OF THE ADVERTISEMENT

This campervan with SA registration S636BTA features the text "I don't always give a woman an orgasm, but when I do she usually spits it out".

THE COMPLAINT

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

Obscene, totally unacceptable. Van also had obscene picture on lh side with "ride the snake" . I thought Qld was onto this?!

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 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 on the back of a Wicked Campers van features the text, "I don't always give a woman an orgasm, but when I do she usually spits it out."

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 in a medium which people may not be able to avoid seeing the images and words.

The Panel noted that the advertisement refers to 'spitting out an orgasm' 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.

Finding that the advertisement did breach Section 2.4 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.

