



Case Report

1	Case Number	0486/15
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	20/01/2016
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 Wicked Campers car has the SA rego "S647 AXG" and features a slogan on the rear which reads, "Chuck Norris only masterbates on pictures of Chuck Norris!"

THE COMPLAINT

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

Language is deliberately offensive and MOST OF ALL...my grand babies will be able to read this garbage soon!

THE ADVERTISER'S RESPONSE

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

The advertiser did not provide a response.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code"). The Board noted the complainant's

concern that the advertisement depicts offensive language and is not appropriate for outdoor display where children can read it. The Board viewed the advertisement and noted the advertiser had not provided a response. The Board 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 Board noted that this advertisement features a slogan on the back of a Wicked Campers’ car and reads, “Chuck Norris only masterbates on pictures of Chuck Norris!” The Board noted that they had previously upheld a similar complaint in case 0170/14 where: “The Board noted that the advertisement features the text, “Chuck Norris needs a monkey wrench and a blowtorch to masturbate” written across the side panel of a Wicked Campers vehicle. The Board noted that it had recently upheld a similar slogan on a Wicked Campers vehicle in case 0078/13 which featured the text, “If you’ve ever met a woman with crooked teeth, you’ve met a woman who has given Chuck Norris a blow job”. In that instance: “The Board noted that the advertisement makes reference to a sexual act (blow job) and that the phrase in its entirety is a Chuck Norris joke which would be familiar to some members of the community. The Board considered however that regardless of whether you were familiar with the joke, in the Board’s view the reference to a blow job is blatantly sexual and is not appropriate for a broad community who could easily see this advertisement.” “The Board considered that the reference to masturbation is a reference to a sexual act. A minority of the Board considered that this reference to masturbation is not of itself a reference which is inappropriate for a broad audience which would include children as it refers to natural human behaviour. The majority of the Board however considered that the context in which this reference is made – the additional reference to the use of a monkey wrench and blowtorch – and the clarity of the text on the side of the vehicle amounts to an overall reference to a sexual act which is not appropriate for a broad audience which would include children.” In the current advertisement the Board noted the reference to masturbation (although misspelt) and considered that consistent with its previous determination, a blatant reference to a sexual act, masturbation, is not appropriate in the circumstances of the side of a van which people cannot avoid seeing and does not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children. The Board determined that the advertisement did breach Section 2.4 of the Code. The Board 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 Board noted that the word ‘masterbate’ is a reference to a sexual act even if the word is misspelt. The Board acknowledged that masturbate is the correct word for a solo sexual act and considered that it is not a word which should be considered strong or obscene. The Board noted however that most members of the community would agree that the word masturbate is not appropriate language when used in the context of a slogan on the back of a moving vehicle able to be seen by a broad audience which would include children. The Board determined that the advertisement did breach section 2.5 of the Code. Finding that the advertisement did breach Section 2.4 and 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 in Queensland regarding this issue of non-compliance.

