



Case Report

1	Case Number	0487/11
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	04/01/2012
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.5 - Language inappropriate language
- 2.5 - Language Strong or obscene language

DESCRIPTION OF THE ADVERTISEMENT

Wicked Camper van with the words "Fuck Google Ask Me" painted on the back, along with contact details for Wicked: 1800 246 869 or wickedcampers.com.

THE COMPLAINT

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

I object to the word Fuck written in letters about 30cm high on rear of the Wicked Camper Van.

THE ADVERTISER'S RESPONSE

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

The advertiser has not responded.

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 concerns that the advertisement used language that is unacceptable for advertising in a public place.

The Board viewed the advertisement and noted that the advertiser had not provided a response to the complaint.

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 that this advertising material is painted on a camper van which is driven on public roads in Australia. The Board considered that the text on the van is clearly discernible and would be able to be seen by a wide audience. Consistent with previous decisions the Board considered that in the context of an outdoor medium the prominent use of such language is inappropriate.

The Board noted that the "F" word is a word that is still considered strong if not obscene by the broader community. The Board noted that it had recently upheld similar cases (0407/11, 0362/11, 0238/11, 0318/11) where the F word was used or heavily alluded to and considered that the use of the F word in this advertisement also amounts to strong or obscene language.

Based on the above the Board determined that the advertisement used strong and obscene language in a medium which is not appropriate and that it breached Section 2.5 of the Code.

Finding that the advertisement breached Section 2.5 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

The advertiser has not responded.

