



Case Report

1	Case Number	0496/15
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 van has the rego "1EAL 471" and features a slogan on the rear panel which reads, "Anythings [sic] a dildo if you're brave enough".

THE COMPLAINT

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

It's not appropriate for children! Kids read these thing and ask questions.

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 makes reference to a sex toy and is not appropriate for a broad

audience which would include children. 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 is a slogan on the rear panel of a Wicked Campers’ van and features the text, “Anythings [sic] a dildo if you’re brave enough”. The Board noted that a dildo is a sex toy but considered that children would be unlikely to know what it is. The Board noted that the advertisement suggests that any object can be used to replace a dildo and considered that this reference to sexual activity would be considered inappropriate to most members of the community. The Board considered overall that the reference is not appropriate for the medium or the relevant broad audience which would include children. The Board considered that the advertisement does not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience. 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 advertisement uses the word, ‘dildo’ and considered that whilst most adults may be aware that a dildo is a sex toy in the Board’s view children would not know what this word means. The Board acknowledged that many members of the community would prefer that a reference to a sex toy not be used in an advertisement but considered that in the manner used most people would not consider it inappropriate. The Board also considered that the word itself, dildo, is not a word which is strong or obscene. The Board considered that the advertisement did not use inappropriate, strong or obscene language. The Board determined that the advertisement did not breach Section 2.5 of the Code. Finding that the advertisement did breach Section 2.4 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.