



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0522/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	12/12/2018
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.2 - Objectification Degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement is a Wicked camper vehicle with SA registration S646BTA and the slogan "Would a man know his way around a woman's clitoris....even if he had a GPS?"

THE COMPLAINT

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

I was crossing the road with my twelve year old daughter and observed the vehicle parked in front of The Bounce backpackers hostel. The vehicle and slogan was in plain sight. My daughter unfortunately read the slogan and asked "what does that mean about a woman's private?" The slogan is completely unacceptable to any audience and demeans women and is outright degrading,



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 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 not acceptable and was demeaning to women.

The Panel viewed the advertisement and noted the advertiser had not provided a response.

The Panel noted that this advertisement features the slogan, "Would a man know his way around a woman's clitoris...even if he had a GPS?" on the back of a Wicked Campers van.

The Panel considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: "Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people."

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

"Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people."

The Panel first considered whether the advertisement contained sexual appeal.

The Panel considered that the use of the word "clitoris" of itself was not a breach of the Code. The Panel considered that there is no clear reference to sex or a person's appearance and considered that the advertisement did not contain sexual appeal.

The Panel determined that the advertisement did not employ sexual appeal and did not breach Section 2.2 of the Code.



The Panel then 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 considered that the slogan referencing “know his way around” in relation to a clitoris implies sexual activity.

The Panel noted that as a transport advertisement the relevant audience for this advertisement would be broad, and include children. The Panel considered that a strong sexual reference was not appropriate in this context for the relevant broad audience.

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.