



Ad Standards Community Panel  
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AdStandards.com.au

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0530/18
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

- 2.5 - Language Inappropriate language
- 2.5 - Language Strong or obscene language

## DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement is a Wicked van with SA registration "S604BTD" and the text "Lets play a game of fuck-off. You go first"

## THE COMPLAINT

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

*This offensive language and its slogan is not acceptable for children (or adults) in the public domain. To be stuck behind the vehicle and simply having it freely promoted on our roads and in public places is inappropriate. This language should not be promoted publicly because it is not acceptable speech and conduct for many citizens & therefore should not be publicly promoted.*

*In addition, the attitude of defiance implied degrades the moral fabric and behaviour of people. I certainly wouldn't want my children, more or our young adults or infant*



*anyone touting this slogan in any context of our society.*

*Use of obscene language*

#### **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 complainants' concerns 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 noted that this advertisement features the slogan, "Let's play a game of fuck off. You go first" on the back of a Wicked Campers van.

The Panel 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 Panel noted that it had upheld similar complaints for Wicked Campers 0091/14, 0044/15, 0360/16, and 0467/17 that included the text 'fuck', 'fucking' and 'mother-fucking'. The Panel considered that in the above mentioned cases the word "fuck" and its derivatives were not appropriate for an audience that would include children and that it is a word which most members of the community would consider offensive. The Panel noted the Community perceptions research conducted in 2012 which identified that "in terms of advertisement unacceptability, the broader community was in general more conservative than the Board may have anticipated regarding themes of strong language".

The Panel noted that the current advertisement is featured on a vehicle and it is likely that it will be viewed by a broad audience which would include children. Consistent with the decisions above and in consideration of the research the Panel considered that the word "fuck" is not appropriate for such an audience and that it is a word



which most members of the community would consider obscene.

The Panel determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Section 2.5 of the Code the Panel upheld the complaints.

#### **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.