



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0532/18
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

- 2.1 - Discrimination or Vilification Gender
- 2.2 - Objectification Degrading - women

DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement is a Wicked van with QLD registration "229XUM" and the text "You're not a woman until humans come out of your vagina and trample on your dreams".

THE COMPLAINT

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

It is offensive, degrading and just not right.



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 slogan on the vehicle was offensive and degrading.

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

The Panel noted that this advertisement features the slogan, "You're not a woman until humans come out of your vagina and trample on your dreams" on the back of a Wicked Campers van.

The Panel considered whether the advertisement complied with Section 2.1 of the Code which requires that 'advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief.'

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

Discrimination – unfair or less favourable treatment.

Vilification – humiliates, intimidates, incites hatred, contempt or ridicule."

The Panel considered that a reference to a female not being a woman until she has had children via vaginal birth is humiliating to women, including those that have had a caesarean delivery, do not have children, are unable to have children, or are transgender.

The Panel considered that the advertisement did depict material in a way which discriminates against or vilifies a person or section of the community on account of



gender and determined that the advertisement did breach Section 2.1 of the Code

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 slogan references a vaginal birth and the trampling of dreams. The Panel considered that most members of the community would not consider these references to constitute sexual appeal.

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

Finding that the advertisement did breach Section 2.1 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has failed to provide a response to the Panel’s determination. Ad Standards is liaising with the Qld Department of Transport and Main Roads in accordance with the provisions of the Transport Operations (Road Use Management) (Offensive Advertising) Amendment Act 2016 (Qld).

