



## Case Report

<b>1</b>	<b>Case Number</b>	<b>0548/14</b>
<b>2</b>	<b>Advertiser</b>	<b>Wicked Campers</b>
<b>3</b>	<b>Product</b>	<b>Travel</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Transport</b>
<b>5</b>	<b>Date of Determination</b>	<b>14/01/2015</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

### ISSUES RAISED

2.6 - Health and Safety Within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

Wicked Campers van with a cartoon depiction of Shaggy and Scooby Doo. Shaggy is holding a smoking bong and smiling, Scooby Doo is sitting next to him. The text above their heads reads, "Wickedcampers.com".

### THE COMPLAINT

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

*My kids saw the van and wanted to know why the characters looked so silly - and why they were doing with a smoking bottle?*

*That is not a picture for a 9 and 11 year old to see.*

*Its just plain inappropriate.*

### 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 respond.*

## **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 features an image of children’s cartoon characters smoking a bong which is not appropriate.

The Board viewed the advertisement and noted the advertiser has not provided a response. The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”.

The Board noted the cartoon image on the side of the Wicked Campers van features an image of Shaggy holding a smoking bong and Scooby Doo sitting next to him.

The Board considered that the use of clearly recognisable cartoon characters is highly likely to attract the attention of children and that Shaggy and Scooby Doo are characters that children are familiar with and watch on television.

The Board noted that one of the characters is holding a bong which is a device commonly used for smoking marijuana.

The Board noted that the sale and availability of bongs and similar devices is an issue of legality and not a matter that the Board can comment on. The Board noted however, that in some states and territories the sale of bongs and in turn the smoking of marijuana for recreational purposes is illegal.

The Board noted that the depiction of Shaggy and Scooby in this instance shows Shaggy holding the bong and Scooby holding either a cigarette or perhaps a ‘joint.’ The Board noted that the facial expressions on the characters faces does represent them as appearing ‘high or ‘stoned’ and that the depiction of characters that are recognisable to children smoking an illegal substance is inappropriate.

The Board considered that the advertisement did depict material contrary to prevailing community standards and that the advertisement did breach Section 2.6 of the Code.

Finding that the advertisement did breach Section 2.6 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.