



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0553/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	23/01/2019
6	DETERMINATION	Dismissed

ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement features the text "I'm no Fred Flintstone but I can make your bedrock!".

THE COMPLAINT

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

We are camping in a small rural caravan park with 3 young children... 2 of which can read. They were imidiately drawn to the car with cartoons and asking lots of questions about what it was. It stood out and as parents we did not appreciate having to talk and explain the sexual content/ slogan on the back!!! We are trying to raise our kids to be respectful and have pure morals it's was highly inappropriate to be confronted with it. The car had cartoons painted all over the vehicle which would naturally draw the attention of children yet be of sexual content on the back!! We wish to teach our children at appropriate times/ages about sex and not have to have such a car parked right in front of our caravan with no choice for our kids to view or not. Please address wicked camper to be deregistered. They contain adult sexual content not suitable for children or for the public like ourselves who do not wish to have to read or view



degrading filth! We should be able to choose what our children are exposed to. Tv or movies have to adhere to ratings & we are free to choose the rating that is appropriate for our kids or ourselves. Why are wicked camper allowed to have MA+ or R rated slogans for all to see??!!

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 advertisement featured sexualised language which was inappropriate for viewing by children.

The Panel viewed the advertisement and noted the advertiser did not respond.

The Panel 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 noted that the relevant audience for this transport advertisement would be broad and would include children.

The Panel noted the complainant's concerns that the advertisement had cartoon pictures on the side which would attract children and inappropriate sexualised language on the back.

The Panel noted that they did not have an image of the side of the vehicle and could only consider the image of the back of the vehicle. The Panel noted the back of the vehicle featured the slogan "I'm no Fred Flintstone but I can make your bedrock".

The Panel considered that the advertisement did contain mild sexual innuendo, however considered that the individual words used on the vehicle were not sexual or inappropriate. The Panel considered that the words 'Flintstone' and 'bedrock' are both words with geological meanings, and are not sexualised terms in themselves. The Panel considered that the advertisement was not overly sexual and that that it was unlikely that young children would understand the sexual reference.



The Panel considered the advertisement was not inappropriate for viewing by a broad audience which would include children and did not breach Section 2.4 of the Code.

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.

