



Case Report

1	Case Number	0556/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	14/01/2015
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Slogan on the rear of a Wicked Campers van which reads, "Blow in her face and she'll follow you anywhere..."

THE COMPLAINT

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

My children were in the car car who are old enough to read and wanted to know what these messages meant. I was outraged that their innocent minds should be exposed to this and that I should be forced to provide an explanation. Not only that, as a woman, I was personally offended by the derogatory references to females. All of this comes after Wicked promised to clean up their act.

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 provide a response.

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 language and images that are inappropriate for a broad audience particularly children.

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

The Board 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 Board noted that the van featured text on the back of the vehicle that read: “blow in her face and she’ll follow you anywhere.” On the side of the vehicle there are images of sheep with a farmer approaching the sheep saying “Come to Deddy.” The text also includes a response from the sheep of “It’s not the constant sex I object to, it’s the bloody accent.”

The Board noted it had previously upheld similar slogans for the same advertiser, specifically in case 0078/13 where: “The Board noted that the advertisement makes reference to a sexual act.

“If you’ve ever met a woman with crooked teeth, you’ve met a woman who has given Chuck Norris a blow job.”

The Board considered the term “blow” and noted that it is derived from the term “blow job” which is the colloquial term for the sexual act of fellatio (the oral stimulation of a man’s penis).

In the case mentioned above, the Board noted that “the advertisement makes reference to a sexual act (blow job) and that the phrase in its entirety is a Chuck Norris joke which would be familiar to some members of the community. The Board considered however that regardless of whether you were familiar with the joke, in the Board’s view the reference to a blow job is blatantly sexual and is not appropriate for a broad community who could easily see this advertisement.” Consistent with the matter mentioned above, in the current matter, the Board considered that most adult members of the community would understand this reference and considered that this reference to a sexual act is explicit and does not treat the issue of sex with sensitivity to the relevant broad audience.

In addition, the Board noted that the images of the sheep on the side of the van and the inclusion of words suggesting the farmer is going to and has sex with the sheep.

The Board noted that the depiction is intended to be a humorous send up of people from New Zealand. The Board agreed that regardless of whether the viewer is familiar with the recurring dig at New Zealanders relating to sheep, the suggestion that a farmer is having sexual intercourse with animals is blatantly sexual and is not appropriate for a broad audience who could see this advertisement.

The Board determined that the advertisement did not depict sex, sexuality and nudity with sensitivity to the relevant audience and that it did breach section 2.4 of the Code.

The Board then 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 Board noted the advertisement uses the sexual phrase ‘blow in her face’ and although this is a double entendre that could suggest simply to blow air in a woman’s face with your mouth, the Board considered that most people would take it as a reference to a sexual act and considered that this is not appropriate for the back of a mobile van and is not appropriate in the circumstances and determined that the advertisement did breach Section 2.5 of the Code. Finding that the advertisement did breach section 2.4 and 2.5 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.