



CASE REPORT

- | | |
|-------------------------------|-------------------------------------------------|
| 1. Complaint reference number | 19/10 |
| 2. Advertiser | Wicked Campers |
| 3. Product | Travel |
| 4. Type of advertisement | Print |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 20 January 2010 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This advertisement/marketing communication was published in a travel magazine. It depicts the side of a Wicked Camper with two kangaroos, one on top of the other.

THE COMPLAINT

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

Copy of letter sent to Prime Ministers's office

On a recent around Australia trip with my wife we were disappointed and shocked by a company known as Wicked Campers which rents out vehicles for use predominantly by unsuspecting overseas tourists as camper vehicles. This company uses a disgraceful, and what is possibly illegal advertising and marketing on the side and backs of its vehicles.

I am attaching an ad which appears in the magazine titled "the Colours of Broome". I am certain that this ad which appears on page 18 and shows two kangaroos copulating is highly illegal. I am seeking your intervention to have this company Wicked Campers cease from using this form of advertising in the magazines and on the side of their vehicles.

Also attached are a number of photographs we took on our around Australia trip. I'm sure you'll agree that these images do nothing for the reputation of Australia when tourists fly into Australia and pick up their vans with this kind of irresponsible and immoral spray-painting on the side of their vehicles.

Many times we saw young German female tourists driving around in vans with disgusting wordage and images on them which they could do nothing about. Surely this can do nothing for our tourism reputation. Mr Rudd is there anything we can do about the situation.

The catchphrase of Wicked Campers is "Pay with your soul ... not your wallet."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

We are sorry if the advert in 'Colour of Broome' has caused offence, this was not our intention.

The advert has been replaced and is no longer in the 'Colour of Broome'. It has been replaced by something that represents Broome and what it has to offer.

The advert has proven to be popular and it has worked well for us as people know that Kangaroos

are Wicked. They represent Australia and Wicked is 100% Australian.

The image of the Kangaroos together is also a representation of Wicked being a little bit cheeky but also that we love our customers and Australia.

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 image of kangaroos and that it has previously considered this image in case number 36/09. In respect of that image the Board has stated that "The Board noted the complainants' concerns about the depiction of two kangaroos mating and the crass nature of some of the accompanying text..."

The Board considered the photograph of animals mating was not contrary to Section 2.3 of the Code, relating to sex, sexuality and nudity.'

The Board considered the advertisement before it and again determined that the image of the kangaroos was not in breach of the Code and noted the advertiser's response that the advert has since been replaced and is no longer in the 'Colour of Broome' pamphlet.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.