



CASE REPORT

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| 1. Complaint reference number | 225/09 |
| 2. Advertiser | Wicked Camper's |
| 3. Product | Travel |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3
Language – use of language – section 2.5 |
| 6. Date of determination | Wednesday, 10 June 2009 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

The signage on the back of a Wicked Campers van says “I NEVER THINK ABOUT GAY SEX...LIKE FUCK”.

THE COMPLAINT

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

I am unaware of which subject to chose as reference to accompany this message. I am disgusted, appauled and embarrassed by a " wicked" van that was parked in Bundaberg at one of the local shopping centres. How can this be allowed to happen when explicit language is used on their cars. I have attached pictures of the van. What happened to censorship? I have more pictures to send your office when needs be. Signed Furious!

THE ADVERTISER'S RESPONSE

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

I can confirm that this van now says, 'yeah right!'

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 about the use of the words 'gay sex like fuck' on this van.

The Board noted the advertiser's response that the last two words have been removed and replaced with the words 'yeah right'. The Board noted that it is required to consider the form of the advertisement at the time of the complaint.

The Board considered that the phrase used on the van was offensive, strong and obscene language, was not used in any humorous or otherwise mitigating manner, and was in breach of section 2.5 of the Code.

Finding that the advertisement breached the Code, the Board upheld the complaint.

ADVERTISER'S RESPONSE TO THE DETERMINATION

Comments which the advertiser made in response to the determination regarding this advertisement included the following:

This van has been re-sprayed to say 'yeah right!' As part of a new partnership with Townsville Enterprise, Wicked is spraying over a few of it's vans that have been deemed questionable as a goodwill gesture. I believe that this van is going to be one of them.