



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 229/09 |
| 2. Advertiser | Wicked Campers |
| 3. Product | Travel |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 10 June 2009 |
| 7. DETERMINATION | Upheld – discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

This one page print flyer for Wicked Campers has a picture of two Kangaroos copulating. The Brochure is headed “WICKED CAMPERS, PAY WITH YOUR SOUL... NOT YOUR WALLET! TAKE A ROADTRIPin a Wicked Camper!”. The Kangaroos each have a speech bubble. The male Kangaroo is depicted as saying “Do you like it in your AVIS?” The female is depicted as saying “Yes, but it really HERTZ!”

Contact details are provided on the bottom of the flyer.

THE COMPLAINT

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

The advertisement is considered to breach Section 2 of the AANA Code of Ethics - portrayal of sex/sexuality.

In very bad taste especially where young people including children.

THE ADVERTISER’S RESPONSE

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

After ringing around, I found out that this was a joint venture between Avis, Hertz and Wicked as a little joke and a play on words. It doesn’t actually mean anything offensive and to be construed in such a way simply points to the dirty mind of the complainant.

This ‘advertisement’ is no longer featured in the Irish Echo 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 but noted that in this advertisement the speech bubbles

included text "do you like it in your Avis' and 'yes but it Hertz'. The Board considered that this text was suggestive of anal intercourse and that this was inappropriate in a magazine advertisement and was not a sexual reference that treated with sensitivity to the relevant audience.

Finding that the advertisement breached section 2.3 of 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:

*We can assure the Board that this was a one-off piece and will **not** be repeated in any future publications.*

Wicked Campers no longer uses its famous Kangaroos. Unfortunately, Bruce and Sheila were demanding too high a fee to continuously have their picture taken in that 'position' and Wicked could not afford their services anymore. Wicked has now completely revamped it's brochures and posters, thousands of which are being couriered around the country as I type, replacing Bruce and Sheila