



CASE REPORT

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| 1. Complaint reference number | 335/06 |
| 2. Advertiser | Deluxe Camper Trailer Hire & Sales |
| 3. Product | Leisure & Sport |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Gender - section 2.1
Language – use of language – section 2.5 |
| 6. Date of determination | Tuesday, 12 September 2006 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement features a parody of the “Russell Coight” character announcing “G’day I’m Rusty Clacker – outback guru and camping expert” and detailing trailers and equipment available at Deluxe Campers.

THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

The only thing I find offensive is the characters name (rusty clacker). I would have no problem if the male character had a slang terminology for the male penis such as Droopy Donger why should they give the character being a male a name that I’m sure most people would consider slang for the female vagina.

THE ADVERTISER’S RESPONSE

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

The character is intended to be a ‘rough and tumble’ outdoors type, reminiscent of the television character “Russell Coight”, a character who also has a name which might be considered to be a double entendre. The character has deliberately been given a comedic sounding name to add interest and comedy to the advertisement.

I dispute the suggestion that the name Rusty Clacker is slang reference to the female vagina... according to the Macquarie Dictionary, “clacker” is colloquial for “the backside” or (when used in the plural form) “false teeth”. I submit that construing the word “clacker” as a reference to the female vagina would be a stretched and unnatural meaning, in light of this published definition, as well as general usage.

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 name ‘rusty clacker’. The Board also noted that the definition of this term in the Macquarie dictionary does not include the definition referred to by the complainant.

The Board considered that while some members of the community may use that term to mean a woman’s vagina, such interpretation was not common and was unlikely to be interpreted that way by

most viewers of the advertisement.

Further finding that the advertisement did not breach the Code on any other grounds, the Board dismissed the complaint.