



CASE REPORT

1. Complaint reference number	346/09
2. Advertiser	Wicked Campers
3. Product	Vehicles
4. Type of advertisement	Transport
5. Nature of complaint	Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 12 August 2009
7. DETERMINATION	Upheld – discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

The side of a Wicked camper van with a picture of two comic style people on top of each other and then a detailed explanation of the position. “This position requires good leg strength from the woman. By rotating her hips a little she will find the extra sport worthwhile. Also an excellent posture for those self conscious of the faces they make during sex”.

THE COMPLAINT

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

In the past there has been concern in the community about the suggestive, sometimes rude and inappropriate signage on the Wicked Vans. I recall that these were supposed to have been taken off the vans, however they are still driving around Australia.

I'm enclosing 2 photo's I managed to take. Rabbit Grooming Rego 046 CXX QLD.

I hope that your department will make sure these vans clean up their act. Surely they can think of something that's catchy and funny without resorting to the offensive.

THE ADVERTISER'S RESPONSE

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

We apologise for any offence caused by the design on the van. However this does not break the advertising standard code 2.3 as the material is suitable for its intended audience, adults. We apologise if the designers' light hearted sense of humour does not appeal to everyone but we have received many compliments about the designs on the vans. The design on the van in question is not graphical and is merely an amusing image that should not be taken too seriously

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 was rude and displayed inappropriate signage.

The Board in reaching its decision, had regard to the response provided by the advertiser that the advertisement was lighthearted and merely an amusing image.

The Board considered that the image went beyond sexually suggestive, and was a blatant description of a sexual act. The depiction of the images “people” as cartoon characters, the Board considered that the image and the text in the advertisement were together, blatantly sexual.

The Board considered whether the advertisement was in breach of section 2.3 and 2.5 of the Code, the Board agreed that the text and imagery were not acceptable and were likely to offend those within the broader community.

The Board agreed that the imagery and textual reference to explicit sexual encounters did not treat sex, sexuality and nudity with appropriate sensitivity and was therefore in breach of section 2.3 of the Code.

The Board also considered that the phrase used on the van was offensive, strong and obscene language, and 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.

ADVERTISERS'S RESPONSE TO THE DETERMINATION

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

We have taken your decision into account and once the van with the rego 046 CXX is brought into the depot we will censor it so it is less offensive.