



CASE REPORT

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| 1. Complaint reference number | 347/09 |
| 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 | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The back of a Wicked camper van with the words “foolish man give wife grand piano. Wise man give upright organ”.

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. Upright organ rego 011 JAA QLD. Another van has pictures of animals mating with the caption laughing stock rego 948 COZ QLD. Another has remove G string, locate G Spot, provide G Force. Rego UHY 972 Vic. Another has i lost my virginity but i still have the box it came in. Rego IBLC 193 WA. Others i don't have rego numbers. I'm straight, don't rear end me, and how about sex and pizza or don't you like pizza. And the worst one of all single women cant fart, they don't have an arsehole till they are married. 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 writing 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 authors' light hearted sense of humour does not appeal to everyone but we have received many compliments about the one liner's on the vans. People who do not approve can simply choose not to read it and children will not understand it so it causes no offence to them.

THE DETERMINATION

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”).

The Board acknowledged the complainant's concern that the advertisement was rude and inappropriate signage.

In considering whether the advertisement was in breach of sections 2.1 and 2.3 of the Code, the Board reviewed the writing which appeared on the back of the Wicked camper.

The Board in reaching its decision, had regard to the response provided by the advertiser, that the

advertisement was suitable for its intended audience and those who did not approve could simply chose not to read it.

The Board agreed that the response provided by the advertiser was devoid of any consideration of the broader community. The Board considered that the text was sexually suggestive but not likely to be understood by children or indeed, some adults.

In finding that the text was not sufficiently explicit or obvious, the Board determined that the advertisement was not in breach of section 2.3 of the Code.

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