



CASE REPORT

1. Complaint reference number	350/08
2. Advertiser	Wicked Campers
3. Product	Travel
4. Type of advertisement	Transport
5. Nature of complaint	Discrimination or vilification Nationality – section 2.1 Language – use of language – section 2.5
6. Date of determination	Wednesday, 10 September 2008
7. DETERMINATION	Upheld – not discontinued or modified

DESCRIPTION OF THE ADVERTISEMENT

The comments on this transport advertisement read, in Japanese "Lick my Cun".

THE COMPLAINT

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

This company may be violating several laws and regulations such as racial discrimination, advertising, copy right etc. Please prosecute this company.

THE ADVERTISER'S RESPONSE

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

Thank you for allowing us to respond to the complaints listed in your email dated 22 Aug 2008. Unfortunately, we are unable to supply you with the information you requested. As art is not covered under the AANA Advertisers Code of Ethics, we are unable to supply you with a copy of a non-existent advertisement.

The complainant alleges that one of our campers has the following text on its side • g f ŠbfN• @f}fC• @fJf“fg• g This doesn't make much sense to me and I am quite sure that we don't own a camper with the above text on it. Without a photograph and license plate, I am unable to confirm or deny its existence.

Ignoring the lunacy of responding to a complaint that reads as if someone has fallen asleep at the keyboard, I believe that the complainant is referring to a vehicle featured in 2 Cairns Post ([Cairns.com.au](http:// Cairns.com.au)) articles that were factually incorrect. The article incorrectly claimed that the artwork said 'Like my ...'. In fact, the art is a series of random katakana characters (one of the 3 main character sets in Japanese). The characters do not mean anything in Japanese or English so can therefore not be offensive or racist.

THE DETERMINATION

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

The Board considered an independent translation of the Japanese characters which supported the claim of the complainant. The Board noted that the use of offensive language was clear on the basis of the translation and noted that Section 2.5 of the Code requires that strong or obscene language shall be

avoided.

Finding that the advertisement breached Section 2.5 of the Code, the Board upheld the complaint.

ADVERTISER'S RESPONSE TO DETERMINATION

At the time of publishing this case report the advertiser had not responded.