



CASE REPORT

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| 1. Complaint reference number | 450/08 |
| 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, 12 November 2008 |
| 7. DETERMINATION | Upheld – not discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

This transport advertisement includes a drawing on the roof of a "wicked camper" vehicle of a naked woman and man taking part in sexual intercourse.

THE COMPLAINT

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

I have attached for your information and consideration of the Board photographs of one of the vans (including registration number) which may raise issues under Section 2 of the AANA Code of Ethics or the FCAI Code. It would be greatly appreciated if you could please refer this matter to the Board for its consideration.

THE ADVERTISER'S RESPONSE

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

These are not advertisements. I have no further comment.

THE DETERMINATION

The Advertising Standards Board ("Board") considered whether this advertising breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered the application of Section 2.3 of the Code, relating to sex, sexuality and nudity. The Board noted that the relevant audience for this advertising communication is the general public, which could include children. The Board considered that, while the image of the man and woman engaging in sex is a cartoon-style drawing, it is an explicit depiction of sexual intercourse that is not sensitive to the relevant audience. The Board considered that most members of the community would find the depiction offensive.

The Board therefore determined that the advertising was in breach of Section 2.3 of the Code and upheld the complaint.

ADVERTISER'S RESPONSE TO DETERMINATION

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

The business owner has agreed to paint over the vans. As you will understand, a few of these vans

are out on hire around Australia. Our painter is in Brisbane, so next time these vans pass through town we will ensure they are painted over.