



CASE REPORT

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| 1. Complaint reference number | 464/08 |
| 2. Advertiser | Wicked Campers |
| 3. Product | Travel |
| 4. Type of advertisement | Transport |
| 5. Nature of complaint | Language – use of language – section 2.5 |
| 6. Date of determination | Wednesday, 12 November 2008 |
| 7. DETERMINATION | Upheld – not discontinued or modified |

DESCRIPTION OF THE ADVERTISEMENT

The comments on this transport advertisement which appears on the side of a "wicked camper" vehicle read, "Lawyers come from anal intercourse".

THE COMPLAINT

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

While travelling through Qld I saw this Wicked van. I thought it was disgusting - I also thought you had put a stop to this rubbish.

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 advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Board considered the application of Section 2.5 of the Code, relating to the use of language. The Board noted that Section 2.5 requires advertising to only use language which is appropriate in the circumstances and strong or obscene language is to be avoided. The Board noted that the advertising is displayed where any member of the general public could see it, including children. The Board considered that most members of the community would regard the language as strong language and would find it offensive and inappropriate.

The Board therefore determined that the advertisement breaches Section 2.5 and upheld the complaint/s.

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.