



CASE REPORT

- | | |
|-------------------------------|---|
| 1. Complaint reference number | 602/09 |
| 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, 20 January 2010 |
| 7. DETERMINATION | Upheld – draft report |

DESCRIPTION OF THE ADVERTISEMENT

Wicked Camper vehicle with the phrase: "when life is treating me bad, I just remember I've got a really big cock".

THE COMPLAINT

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

Copy of letter sent to Prime Ministers's office

On a recent around Australia trip with my wife we were disappointed and shocked by a company known as Wicked Campers which rents out vehicles for use predominantly by unsuspecting overseas tourists as camper vehicles. This company uses a disgraceful, and what is possibly illegal advertising and marketing on the side and backs of its vehicles.

I am attaching an ad which appears in the magazine titled "the Colours of Broome". I am certain that this ad which appears on page 18 and shows two kangaroos copulating is highly illegal. I am seeking your intervention to have this company Wicked Campers cease from using this form of advertising in the magazines and on the side of their vehicles.

Also attached are a number of photographs we took on our around Australia trip. I'm sure you'll agree that these images do nothing for the reputation of Australia when tourists fly into Australia and pick up their vans with this kind of irresponsible and immoral spray-painting on the side of their vehicles.

Many times we saw young German female tourists driving around in vans with disgusting wordage and images on them which they could do nothing about. Surely this can do nothing for our tourism reputation. Mr Rudd is there anything we can do about the situation.

The catchphrase of Wicked Campers is "Pay with your soul ... not your wallet."

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following: *We apologise if the van design in question has caused offence, this is not our intention. The van design is of a big cock as in the bird. It is not rude or sexual, it is nothing more than you would find on a humorous greetings card. This design is not aimed at Children and does not cause children any harm, all that they would see would be a nice image of a cartoon bird. This design does not breach any code of ethics under section 2. It is not sexually explicit and does not have any sexual images.*

It is a humorous joke that is suitable for its intended audience, adults.

We hope that you can see the harmless nature of this design and that it is not breaching any codes of ethics.

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 communications to only use language which is appropriate in the circumstances and strong or obscene language is to be avoided.

The Board noted that this advertising is displayed where any member of the general public could see it, including children. The Board considered that under prevailing community standards the word "cock" would be regarded as obscene. However, the Board noted that the image of the rooster which appeared on the side of the vehicle, implied a level of ambiguity.

The Board agreed that most people in the community would regard the signage and wording on the vehicle (particularly on the rear of the van where there is no image of the rooster) as obscene and offensive. The Board noted that the medium in which the phrase was displayed could not be adequately restricted and was inappropriate language to be displayed to children.

Finding that the advertisement was in breach of section 2.5 of the Code, the Board upheld the complaint.

ADVERTISER'S RESPONSE TO DETERMINATION

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

At time of publication the Advertiser had not responded to the Determination.