



CASE REPORT

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| 1. Complaint reference number | 607/09 |
| 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 | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

Wicked Camper vehicles with the phrase: *"I lost my virginity but I still have the box it came in"*.

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 are sorry if the slogan on the back of the van has caused offence this is not our intention. However I fail to see how this is offensive, it is merely stating a fact. When you lose your virginity you do still have the box that it came in. This is not rude and is suitable for the audience that it is aimed at. Children would not understand this saying. Virginity is not a rude word and is not offensive, it is a word that is in the dictionary and that is used everyday on the television. I hope you can see that we have not breached any code of ethics with this slogan, we especially

have not breached section 2.3.

THE DETERMINATION

The Advertising Standards Board (the 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 considered the advertiser's response in relation to the complaint. 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.