



**ADVERTISING  
STANDARDS  
BUREAU**

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## Case Report

<b>1</b>	<b>Case Number</b>	<b>0028/14</b>
<b>2</b>	<b>Advertiser</b>	<b>Wicked Campers</b>
<b>3</b>	<b>Product</b>	<b>Travel</b>
<b>4</b>	<b>Type of Advertisement / media</b>	<b>Transport</b>
<b>5</b>	<b>Date of Determination</b>	<b>12/02/2014</b>
<b>6</b>	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

### ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.4 - Sex/sexuality/nudity S/S/N - nudity
- 2.5 - Language Inappropriate language

### DESCRIPTION OF THE ADVERTISEMENT

Wicked Campervan with the QLD rego '285 RGO'. There is a painted image of a woman on each side. One side had a wonder woman type figure with no bra and her breasts exposed. The words "Pussy cat" are written next to her. The slogan on the back reads, "Get out your tits and we'll call it quits"

### THE COMPLAINT

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

*Besides the topless portrait???*  
*Isn't "Get out your tits or we'll call it quits" enough?*  
*I think that's pretty inflammatory as a breast-feeding mother.*

### THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

*The Advertiser did not provide a response.*

## **THE DETERMINATION**

The Advertising Standards Board (“Board”) considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the “Code”). The Board noted the complainant’s concerns that the advertisement features nudity and inappropriate language and that it is offensive to women. The Board viewed the advertisement and noted the advertiser had not provided a response. The Board considered whether the advertisement complied with Section 2.1 of the Code which requires that ‘advertisements shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, sex, age, sexual preference, religion, disability or political belief.’ The Board noted that a copy of the advertisement had been provided by the complainant and that the advertisement contains the statement, “Get out your tits and we’ll call it quits” as well as an image of a cartoon woman with her breasts exposed and the words, “Pussy Cat”. The Board noted the complainant’s concerns that the advertisement is offensive to woman who are breastfeeding. The Board noted that the image was a simplistic cartoon drawing and was clearly not a photograph or lifelike image. The Board considered that although the drawing included naked breasts, there was no suggestion of breastfeeding. The Board considered that the image and the text did not depict material in a way which discriminates against or vilifies a section of the community and did not breach Section 2.1 of the Code. The Board considered whether the advertisement was in breach of Section 2.4 of the Code. Section 2.4 of the Code states: “Advertising or Marketing Communications shall treat sex, sexuality and nudity with sensitivity to the relevant audience”. The Board noted the cartoon image of the woman with her breasts exposed was next to the words pussycat. The Board noted that as the image appeared on a campervan, the audience that could view this image was very broad and would include children. The Board noted that the woman’s breasts were not covered at all and that the size of the image predominantly filled the rear side panel of the van. The Board noted that there was no relevance between the use of a bare chested woman and the hire of a campervan and that in connection with the word ‘pussycat’ and the text on the rear of the vehicle “get out your tits and we’ll call it quits”, did amount to an image that did not treat sex/sexuality and nudity with sensitivity to the relevant audience. The Board determined that the advertisement did breach Section 2.4 of the Code. The Board considered whether the advertisement was in breach of Section 2.5 of the Code. Section 2.5 of the Code states: “Advertising or Marketing Communications shall only use language which is appropriate in the circumstances and strong or obscene language shall be avoided”. The Board noted that the phrase “tits” can be used as a slang reference to a woman’s chest. The Board noted it had previously dismissed the use of the word ‘tits’ on a poster for a venue promoting food at a burlesque show (0382/12) where it noted: “The Board noted the advertisement features the phrase “Schnitz n tits” in connection with a chicken and the promotion of a burlesque style show....the Board considered that in this instance the phrase is used in the context of a schnitzel and burlesque event and that most members of the community would consider this mild innuendo not to be inappropriate.” The Board noted that in the instance of the van, the use of the word ‘tits’ is clearly in reference to a woman’s chest and that it is being used to encourage a woman to show her breasts to avoid the cost associated with hiring the vehicle. The Board considered that the use of the word tits in this manner was not humorous or clever and had no relevance to the product being promoted. The Board considered that the advertisement did feature language which is inappropriate in the circumstances and that it did breach Section 2.5 of the Code. Finding that the advertisement breached sections 2.4 and 2.5 of the Code, the Board upheld the complaint.

## **THE ADVERTISER'S RESPONSE TO DETERMINATION**

The Advertiser did not provide a response to the Board's determination.