



**ADVERTISING  
STANDARDS  
BUREAU**

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## Case Report

1	Case Number	0065/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	12/03/2014
6	DETERMINATION	Upheld - Not Modified or Discontinued

### ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.1 - Discrimination or Vilification Physical Characteristics
- 2.3 - Violence Violence
- 2.6 - Health and Safety Within prevailing Community Standards

### DESCRIPTION OF THE ADVERTISEMENT

Red Wicked Camper van with the rego 1C2R 460. The text reads, "...fat girls are harder to kidnap!"

### THE COMPLAINT

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

*There are two main reasons that I was offended by the slogan. The first being the reference to fat girls and the second the idea of kidnap being made fun of.*

*Violence against women, and casual misogyny in the name of humor, when branded on a vehicle in public space is reprehensible.*

*This condones violence against women, it degrades women, it degrades a particular group ( fat people) and in my 12 year olds words ' is very rude'.*

*Sexist, misogynistic, dangerous*

### 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 complainants’ concerns that the advertisement is sexist, misogynistic and dangerous as it condones violence against 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, “...Fat girls are harder to kidnap!” The Board noted the complainants’ concerns that the advertisement is sexist and offensive to overweight people. The Board noted the reference to ‘fat girls’ and considered that the statement is general and not directed at a specific person. The Board considered that the reference to fat girls in this instance, whilst tasteless and not a nice reference, does not meet the threshold for being discriminatory or vilifying towards overweight females or to females in general. The Board considered that the advertisement did not depict material that discriminated against or vilified sections of society. The Board determined that the advertisement did not breach Section 2.1 of the Code. The Board considered Section 2.6 of the Code. Section 2.6 of the Code states: “Advertising or Marketing Communications shall not depict material contrary to Prevailing Community Standards on health and safety”. The Board noted that there is significant community concern regarding kidnap, especially in light of current high profile cases involving the abduction and murder of children both in Australia and overseas. The Board considered that the phrase, “fat girls are harder to kidnap” makes light of this serious issue. The Board noted that kidnap is illegal and considered that this advertisement is making light of, and encouraging, behaviour which is against prevailing community standards on safety. The Board determined that the advertisement did breach Section 2.6 of the Code. Finding that the advertisement breached Section 2.6 of the Code, the Board upheld the complaints.

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

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

