



## Case Report

1	Case Number	0487/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	26/11/2014
6	DETERMINATION	Dismissed

### ISSUES RAISED

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

### DESCRIPTION OF THE ADVERTISEMENT

'She can't wrestle but you should see her box'

### THE COMPLAINT

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

*These words objectify women, diminishing women to their vulva or vagina (colloquially, 'box') rather than considering them as whole human beings. It is therefore sexist.*

*These words promote and encourage seeing a woman's vulva or vagina, a body part that is not for public view except in an appropriate context.*

*These words give the impression that it is acceptable in everyday conversation to talk about seeing woman's vulva or vagina, when it is not.*

*This joke is typically one told by men to men about women and is therefore sexist. It promotes the idea that this sort of sexually-objectifying joke about women is acceptable in public view and hearing, when it is not.*

*These words humiliate and promote disrespect, diminishment of and disdain for women, which is sexist. These words contribute to a culture in which women themselves are diminished and disdained, and are the thin end of the wedge that ends in violence and sexual violence by men against women.*

*These words are inappropriate for children, who are likely to ask their parents what these*

*words mean. Because they are on a vehicle that is intended to be driven on public roads, they will definitely be seen by children. At the time I saw the vehicle, it was in the car park of McDonalds, St Kilda, and there were children present.*

## **THE ADVERTISER'S RESPONSE**

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

*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 contains a text that is objectifying toward women and sexual references and language which is not appropriate for a broad audience.

The Board viewed the advertisement and noted the advertiser did not provide a response.

The Board considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: "Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative and degrading of any individual or group of people."

The Board noted the advertisement features the text: "She can't wrestle but you should see her box."

The Board noted that in order to breach this Section of the Code the images would need to use sexual appeal in a manner that the Board considered both exploitative and degrading.

The Board noted the complainant's concerns that the advertisement is diminishing women to simply their genitals rather than considering them as whole human beings.

The Board noted that previous advertising by the same company included text that linked women to sexual activity such as "If you've ever met a woman with crooked teeth, you've met a woman who has given Chuck Norris a blow job" (ref: 0078/13). In that case the Board considered that the advertisement did use a sexual reference in a manner which is demeaning and degrading to women.

The Board noted that the use of the term "box" has two meanings. The first being the physical activity of boxing and the second one the colloquial slang reference to the female vulva and the vagina.

The Board considered that it is possible to take the reference to "box" as per the second meaning stated above which would amount to a reference that could be considered degrading. The Board considered however, that as part of the whole slogan, the reference to "box" is not sufficiently sexualised to amount to advertising that is considered exploitative and degrading, and in the Board's view did not breach section 2.2 of the Code.

The Board then 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 that the advertisement makes use of a double entendre that in this case is sufficiently subtle that it would not be understood by a young audience and is not sexually

explicit and not inappropriate for the back of a mobile van.

The Board determined that the advertisement did not breach Section 2.4 of the Code.

The Board then 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 it had previously dismissed a slogan for the same advertiser in case 0323/14 which read "A King runs a Kingdom who runs a Country? In this case, the Board noted that "the question is intended to make the reader think of a certain response and the Board agreed that the most likely response to the question would be a word beginning with "c" which is generally considered as strong and offensive, or alternatively the word "Count." The Board noted that the most likely response is a colloquial reference to a woman's vagina. The Board considered however that this is not the only response that could answer the question. The Board noted that an answer is not written as part of the suggested advertising. The Board noted that as the word is not actually used and the line of questioning would require an adult level of understanding of the innuendo, in this instance the advertisement does not actually contain language which is strong or obscene and the advertisement did not breach section 2.5 of the Code."

The Board noted that the word 'box' is a colloquial reference to a woman's vagina. The Board noted that the use of the word 'box' in this advertisement is presented as a double entendre relating to the activity of boxing and the colloquial reference to the female genitals. Consistent with the decision in Case 0323/14, the Board considered that in the current case the statement would require an adult level of understanding of the innuendo and does not actually contain language which is strong or obscene and did not breach section 2.5 of the Code.

The Board determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did not breach any other sections of the Code the Board dismissed the complaint.