



## Case Report

|          |                                      |                                              |
|----------|--------------------------------------|----------------------------------------------|
| <b>1</b> | <b>Case Number</b>                   | <b>0086/12</b>                               |
| <b>2</b> | <b>Advertiser</b>                    | <b>Wicked Campers</b>                        |
| <b>3</b> | <b>Product</b>                       | <b>Other</b>                                 |
| <b>4</b> | <b>Type of Advertisement / media</b> | <b>Transport</b>                             |
| <b>5</b> | <b>Date of Determination</b>         | <b>14/03/2012</b>                            |
| <b>6</b> | <b>DETERMINATION</b>                 | <b>Upheld - Not Modified or Discontinued</b> |

### ISSUES RAISED

2.1 - Discrimination or Vilification Gender

### DESCRIPTION OF THE ADVERTISEMENT

Wicked Van with slogan on the back - "I wouldn't trust anything that bleeds for five days and doesn't die" Rego is 469 RWU (QLD).

### THE COMPLAINT

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

*Offensive in the extreme!!! Obviously referring to women's menstrual cycles. Totally reprehensive material and should be outlawed.*

### THE ADVERTISER'S RESPONSE

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

*No response received from advertiser.*

## **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 extremely offensive and demeaning to women.

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

The Board considered whether the advertisement was in breach of Section 2.1 of the Code. Section 2.1 of the Code states: “Advertising or Marketing Communications shall not portray people or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual preference, religion, disability, mental illness or political belief”.

The Board noted that the advertisement appears on a van and the specific text is on the rear of the van stating “I wouldn’t trust anything that bleeds for five days and doesn’t die”.

The Board considered that the reference to ‘bleeding for five days’ is a clear reference to the menstrual cycle of most women and is tasteless and denigrating. The Board noted that the size of the text and nature of the advertisement being on a vehicle, meant that the advertisement could be viewed by a very broad audience including children. The Board noted that it is arguable that the reference is not to women but considered that most people would interpret it as such.

The Board considered that the inclusion of text of this nature that applies specifically to the female gender was highly likely to cause offense.

The Board considered that this advertisement depicted material which discriminates against or vilifies a person or section of the community on account of gender, and was in breach of Section 2.1 of the Code.

Finding that the advertisement breached Section 2.1 of the Code the Board upheld the complaints.

## **ADVERTISER RESPONSE TO DETERMINATION**

No response received from advertiser.

