



Case Report

1	Case Number	0306/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	27/08/2014
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Wicked Camper van with the rego '1DAJ 855'. The slogan on the rear of the van reads, "...Save a lollipop...suck a dick!"

THE COMPLAINT

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

I was offended and horrified by the slogan - and believe most Australians reading it would be also because it's in public and able to be read by anyone - young children should not be exposed to such things.

I was relieved my Grandson wasn't in the car and reading it - which he would do- you can't miss them - the writing covers the entire back of the vehicle. I live in Port Macquarie where a lot of young tourists pass through and see many of these vans - I'm often offended and amazed that they are allowed to use these types of slogans - many of which are sexist, racist and degrading to women and some that suggest paedophilia when so much is made of TV ratings suitable for children - a slogan like this is not funny - it is not suitable to be seen by children- - and introduces innocent children to a sexual concept that they are not equipped to know about and there is no way a parent can protect their children from seeing these slogans when they are out there on the streets and highways right in front of their faces. I have a photo of the vehicle showing the offending slogan on one of Port Macquarie's major roads

which I can supply.

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 contains a sexual reference and language which is not appropriate for children to see.

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 2.4 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 advertisement features the text, "Save a lollipop...suck a dick".

The Board noted it had previously upheld similar slogans for the same advertiser, specifically in case 0078/13 where:

"The Board noted that the advertisement makes reference to a sexual act (blow job) and that the phrase in its entirety is a Chuck Norris joke which would be familiar to some members of the community. The Board considered however that regardless of whether you were familiar with the joke, in the Board's view the reference to a blow job is blatantly sexual and is not appropriate for a broad community who could easily see this advertisement."

Consistent with this previous determination the Board noted the advertisement uses the sexual phrase, 'suck a dick' and considered that this reference to a sexual act is not appropriate for the back of a mobile van which would be seen by a broad audience including children.

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 word 'dick' is a colloquial reference to a penis. The Board noted that the use of the word 'dick' in this advertisement is in relation to a sexual act and

considered that this amounts to language which is inappropriate in the circumstances.

The Board determined that the advertisement 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 failed to provide a response.