



Case Report

1	Case Number	0323/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	27/08/2014
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.1 - Discrimination or Vilification Gender
- 2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Wicked Camper van with the rego '1BXY 002'. The slogan on the rear of the van reads, "A King runs a Kingdom. Who runs a Country?"

THE COMPLAINT

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

It is a lewd and disgusting way to refer to women. It has absolutely nothing to do with the product being offered - a vehicle for hire.

It sends an appalling message about what is an appropriate way to speak of women. I am very thankful that my wife and children were not with me at the time I saw this.

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 inappropriate language which is offensive to women and 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 2.5 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 the advertisement features the text, ‘A King runs a Kingdom who runs a Country?’

The Board noted it had previously upheld similar themed slogans for the same advertiser, specifically in case 0271/14 where:

“...the Board noted the sexualised context of the use of the word ‘slut’ and considered its use in this instance is offensive and inappropriate as it is referring to women in a manner which is demeaning.”

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 determined that the advertisement did not breach Section 2.5 of the Code. Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaints.