



Case Report

1	Case Number	0549/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	14/01/2015
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

This black Wicked Campers vehicle with the rego 1EIP 357 features an image of Dennis Hopper and the quote, "I ate so much pussy in those days my beard looked like a glazed donut".

THE COMPLAINT

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

I have young children. Specifically a young daughter that can now read (6 years old). I should not have to put up with obscenities that she can read being displayed in public. I believe this also borderlines child sexual abuse. Is this ok to have this billboard in front of a school? Or to be displayed in front of my child? Or any child for that matter?

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 respond.

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 concern that the advertisement features inappropriate language with sexual references not appropriate for a broad audience which would include children.

The Board viewed the advertisement and noted the advertiser had not provided 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 that the advertisement includes a picture of Dennis Hopper and an apparent quote from him “I ate so much pussy in those days my beard liked like a glazed donut.”

The Board noted it had previously upheld similar slogans for the same advertiser, specifically in case 0306/14 where: “The Board noted that the advertisement makes reference to a sexual act (“Save a lollipop suck a dick.”)

In the case mentioned above the Board considered that the reference to a blow job is blatantly sexual and is not appropriate for a broad community who could easily see this advertisement.”

In the current case, the Board noted that the word ‘pussy’ is a colloquial reference to a vagina. The Board noted that the quote from Mr Hopper states “I ate so much pussy....my beard looked like a glazed donut.” The Board agreed that the interpretation of this quote is very clear and that the most members of the community would understand that the quote is referring to the oral sexual act performed on a female’s genitalia (cunnilingus).

Consistent with the previous determination the Board noted the advertisement uses the sexual phrase, “I ate so much pussy...” 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 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 (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided”.

The Board noted that the use of the word ‘pussy’ in relation to a sexual act is a blatant sexual reference not suitable for a broad audience. The Board considered that this amounts to language which is inappropriate in the circumstances.

The Board considered that the advertisement used language which was strong or obscene and determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Section 2.4 and Section 2.5 of the Code the Board upheld the complaint.

THE ADVERTISER'S RESPONSE TO DETERMINATION

The advertiser has not provided a response to the Board's determination. The ASB will continue to work with the relevant authorities in Queensland regarding this issue of non-compliance.

