



**ADVERTISING
STANDARDS
BUREAU**

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Case Report

1	Case Number	0004/14
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	15/01/2014
6	DETERMINATION	Upheld - Not Modified or Discontinued

ISSUES RAISED

2.5 - Language Inappropriate language

DESCRIPTION OF THE ADVERTISEMENT

Slogan on the back of a Wicked Camper which reads, "Does your asshole ever get jealous of the shit that comes out of your mouth?"

THE COMPLAINT

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

Offensive slogan on the back of the car. Use of explicit swear words "asshole and shit" clearly visible to everyone including children. Completely pointless - just put there to deliberately offend/shock.

I'm no prude but this disgusted me and my wife.

THE ADVERTISER'S RESPONSE

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

The advertiser has not provided 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 concern that the advertisement features offensive language which is inappropriate for outdoor display where children can view it.

The Board viewed the advertisement and noted the advertiser had declined to 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 that the advertisement is featured on the back of a Wicked Campervan and reads, “Does your asshole ever get jealous of the shit that comes out of your mouth?”

The Board noted that as the advertisement is featured on a vehicle it is likely that it will be viewed by a broad audience which would include children.

The Board noted that whilst the words ‘asshole’ and ‘shit’ are not of themselves strong or obscene, the Board considered that the overall message is derogatory and the wording of the advertisement presents obscene language which is not appropriate for outdoor display.

The Board considered that the advertisement did feature 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 Section 2.5 of the Code, the Board upheld the complaint.

ADVERTISER RESPONSE TO DETERMINATION

The advertiser did not provide a response to the Board's determination.