



CASE REPORT

1. Complaint reference number	236/08
2. Advertiser	Wicked Campers
3. Product	Other
4. Type of advertisement	Transport
5. Nature of complaint	Discrimination or vilification Gender - section 2.1 Portrayal of sex/sexuality/nudity – section 2.3
6. Date of determination	Wednesday, 9 July 2008
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

Each 'Wicked Camper' vehicle is individually painted in a graffiti style. The text is presented on the back and sides of the vehicle. This vehicle includes the text: Women only fake orgasms because they think men care.

THE COMPLAINT

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

They are sexist, offensive, demeaning, base, and have to be read by children who want to know what they mean. They impart terrible messages to small minds about sexuality and the objectification of women.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

Unfortunately, we are unable to supply you with the information you requested. The reason for this is that our campers are adorned with individual graffiti artwork concerning a wide range of themes, some of which contain a political or philosophical message. We do not deem this artwork to be 'advertising' or 'marketing communication' even in the loosest interpretation of the terms as the 'slogans' do not reference or promote anything related to the product or service offered by Wicked Campers. Furthermore, these slogans do not form part of our advertising in the media.

Currently, no database or records are kept of the actual 'slogans' that are written on the back of some of our vehicles. Additionally, our campers are periodically repainted depending on the condition of the artwork every 6 to 24 months so without a photo or license plate details to look up, I am unable to even confirm whether or not an alleged 'slogans' has or currently exists.

Not being able to confirm the existence of this slogan on one of our vehicles, I can only reply in the hypothetical.

Section 2.1 Vilification of Gender.

The phrase 'women only fake orgasm because they think men care' does not vilify women as alleged by the complainant. The statement clearly indicates that woman have a high regard for the feelings of others which is a highly desirable character trait.

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 and agreed that the slogan was misogynistic and affirmed that these discriminatory marketing communications were in breach of the Code.

However the Board also noted that the advertiser was unable to confirm that Wicked Campers owned a van painted with this marketing communication.

So, although the Board agreed that a slogan such as this would normally be considered to be in breach of the Code, without proof that this van existed as a marketing communication tool, the Board was unable to uphold the complaint.

The Board urged all complainants to photograph vans with slogans they considered to be offensive and forward the photograph to the Advertising Standards Bureau. Complainants should ensure that the photograph contains both the slogan and the van's registration details. This action would ensure that the advertiser would be able to confirm that the vehicle was one of the Wicked Campers fleet as per the statement provided by the advertiser in response to this complaint.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.