



Ad Standards Community Panel
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AdStandards.com.au

Advertising Standards Bureau Limited
ACN 084 452 666

Case Report

1	Case Number	0288/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	20/06/2018
6	DETERMINATION	Dismissed

ISSUES RAISED

- 2.2 - Objectification Degrading - women
- 2.4 - Sex/sexuality/nudity S/S/N - general

DESCRIPTION OF THE ADVERTISEMENT

Campervan with Queensland licence plate '379 XUM' and the text "Yellow matter custard dripping from a dead dogs eye crabalocker fishwife, pornographic priestess. Boy you've been a naughty girl you let your knockers down. I am the walrus goo goo g'joob goo goo g'joob"

THE COMPLAINT

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

This messaging is degrading to women and is sexually suggestive in a way that is demeaning and inappropriate for children.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this





advertisement include the following:

Advertiser did not respond.

THE DETERMINATION

The Ad Standards Community Panel (“Panel”) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the “Code”).

The Panel noted the complainant’s concern that the advertisement is sexually suggestive and degrading to women.

The Panel viewed the advertisement and noted the advertiser did not respond.

The Panel considered whether the advertisement was in breach of Section 2.2 of the Code. Section 2.2 of the Code states: “Advertising or marketing communications should not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people.”

The Panel noted the AANA Practice Note which provides guidance on the meaning of the terms exploitative and degrading:

Exploitative - (a) taking advantage of the sexual appeal of a person, or group of people, by depicting them as objects or commodities; or (b) focussing on their body parts where this bears no direct relevance to the product or service being advertised. Degrading – lowering in character or quality a person or group of people.

The Panel noted this transport advertisement the text "Yellow matter custard dripping from a dead dogs eye crabalocker fishwife, pornographic priestess. Boy you’ve been a naughty girl you let your knockers down. I am the walrus goo goo g’joob goo goo g’joob".

The Panel noted the complainant’s concern that the advertisement is degrading to women.

The Panel noted that the text is the lyrics to a well-known song by the Beatles, “I am the Walrus”.

The Panel noted that the lyrics are confusing, but considered that there is no use of sexual appeal in relation to the wording on the back of a van.

In the Panel’s view, the advertisement did not employ sexual appeal in a manner which is exploitative or degrading of any individual or group of people, and did not breach Section 2.2 of the Code.



The Panel then 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 Panel noted that the transport advertisement is on the back of a mobile van and that the audience for this advertisement would be broad and would likely include children.

The Panel noted the complainant’s concern that the advertisement is sexually suggestive.

The Panel again noted that the text is the lyrics to a well-known song by the Beatles, and considered that the words without specific reference to the song don’t make sense.

The Panel considered that the line “boy you’ve been a naughty girl you let your knickers down” was not an explicit or clear sexual suggestion and when read in conjunction with the rest of the lyrics there is no suggestion of sexually inappropriate content.

The Panel considered that there was no depiction of sex, sexuality or nudity in the advertisement.

The Panel considered that the advertisement did treat the issue of sex, sexuality and nudity with sensitivity to the relevant audience and did not breach Section 2.4 of the Code.

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

