



**Ad Standards** Community Panel  
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Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	Case Number	0158/18
2	Advertiser	Wicked Campers
3	Product	Travel
4	Type of Advertisement / media	Transport
5	Date of Determination	11/04/2018
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

Campervan with South Australian licence plate 'S292BBL' and the slogan "Am I still a virgin if I take it up the shitter?" painted on the rear of the van

## THE COMPLAINT

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

*This kind of highly offensive and sexually explicit material should not be in public, on a main highway, where anyone including young children can read it. There is no legal or moral justification for this kind of statement to be in public. Parents are unable to prevent children from reading it. Why does this company have the right to display such offensive advertising when there are strict advertising standards for TV content? If this statement could not be said during the middle of the day on TV, why can it be visible from a distance on a vehicle in public?*

*This slogan is grossly offensive and demeaning to women. It objectifies women as*





*things and objects by use of the word 'it'. The slogan promotes and condones sexual violence towards women by use of the term 'take' in reference to sex. The slogan overall encourages a view of women as powerless commodities for men. I am incensed with rage that this is allowed to be driven around my community, in view of my young sons, and in a country that already has such a problem with violence against women. This slogan surely breaches moral codes and is a form of vilification and harrasment towards all women.*

*I do not want that to be a sign of today's moral compass. It's highly offensive to anyone I would have thought. The carpark is at a supermarket with lots of families/ children walking about. They should not have to be subjected to that kind of gutter advertising painted on vehicles to make a dollar??. I am not a prude but this is over the top. I can furnish you with a photo if desired.*

*I was in the vehicle behind the camper van with my children in the vehicle. I then passed it later parked in a very prominent tourist area of Noosa. I find it not only very offensive and obscene but also highly sexist and degrading to women.*

*Offensive*

#### **THE ADVERTISER'S RESPONSE**

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

*Advertiser did not provide a response.*

#### **THE DETERMINATION**

The Ad Standards Community Panel ("Panel") considered whether this advertisement breaches Section 2 of the Advertiser Code of Ethics (the "Code").

The Panel noted the complainants' concern that the advertisement contains explicit sexual references which is inappropriate for a broad audience that would include children.

The Panel viewed the advertisement and noted the advertiser had not provided a response.

The Panel noted the transport advertisement featured the words 'am I still a virgin if I take it up the shitter?'

The Panel 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 the complainants’ concern that the advertisement contains explicit sexual references which is inappropriate for a broad audience that would include children.

The Panel noted the reference to ‘taking it up the shitter’ and considered that this is an explicit reference to a sexual act. Consistent with a previous determination in case 0003/17, the Board considered that this reference to a sexual act would be considered strong and obscene by most members of the community.

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

The Panel 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 Panel noted the advertisement includes the word ‘shitter’. Panel noted it had previously dismissed instances of the word ‘shit’, but the clear sexual context in this case was too strong for a broad audience.

The Panel noted that the advertisement is very colourful and likely to attract attention and that it is on a moving vehicle and considered that the language is highly sexualised and not appropriate for the broad audience which would include children.

Consistent with a previous determination in 0003/17, the Panel considered that the advertisement did use strong and obscene language which is inappropriate to be seen by most members of the community.

The Panel 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 Panel upheld the complaints.

#### **THE ADVERTISER'S RESPONSE TO DETERMINATION**

The advertiser did not provide a response. Ad Standards will continue to work with the relevant authorities for compliance with this decision.

