



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

# Case Report

1	<b>Case Number</b>	<b>0168/18</b>
2	<b>Advertiser</b>	<b>Wicked Campers</b>
3	<b>Product</b>	<b>Travel</b>
4	<b>Type of Advertisement / media</b>	<b>Transport</b>
5	<b>Date of Determination</b>	<b>11/04/2018</b>
6	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

## ISSUES RAISED

2.4 - Sex/sexuality/nudity S/S/N - general

## DESCRIPTION OF THE ADVERTISEMENT

Campervan with QLD registration plate 779 XUM which features the words 'The best thing about oral sex is the 5 minutes of silence'.

## THE COMPLAINT

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

*It is inappropriate for children to read while in the car*

## 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 that the advertisement raised concerns under Section 2.2 of the Code, in relation to the messaging being degrading, but considered that the language was not specific enough to raise an issue.

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 transport advertisement featured the words ‘the best thing about oral sex is the 5 minutes of silence’.

The Panel noted that the advertisement uses the phrase ‘oral sex’ and considered that this reference to a sexual act is not appropriate for the back of a mobile van which is available to be seen by a broad audience, including children.

The Panel noted that it had previously upheld a complaint in case 0090/18 about a slogan that read: "Oral sex is a great last minute gift." In the previous case the Panel considered that:

“the advertisement made a reference to a sexual act (oral sex) and that regardless of whether the viewer was familiar with the joke, in the Panel’s view the reference to oral sex is blatantly sexual and does not treat a sexual reference with sensitivity to the likely broad audience which would see this advertisement on the back of a moving vehicle.”

The Panel noted that consistent with the decision above, in the current case the reference to oral sex is a phrase most members of the community would find to be distasteful and considered that overall the current advertisement was sexually explicit and did not treat the issue of sex, sexuality and nudity with sensitivity to the relevant broad audience which would include children.



The Panel determined that the advertisement did breach Section 2.4 of the Code.

Finding that the advertisement did breach Section 2.4 of the Code the Panel upheld the complaints.

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

The advertiser has failed to provide a response to the Board's determination. Ad Standards is liaising with the Qld Department of Transport and Main Roads in accordance with the provisions of the Transport Operations (Road Use Management) (Offensive Advertising) Amendment Act 2016 (Qld).