



**Ad Standards** Community Panel  
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**AdStandards.com.au**

Advertising Standards Bureau Limited  
ACN 084 452 666

# Case Report

1	<b>Case Number</b>	<b>0381/18</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>12/09/2018</b>
6	<b>DETERMINATION</b>	<b>Upheld - Not Modified or Discontinued</b>

## ISSUES RAISED

- 2.4 - Sex/sexuality/nudity S/S/N - general
- 2.5 - Language Inappropriate language

## DESCRIPTION OF THE ADVERTISEMENT

SA registered van, rego S411 BVR On the back of the van is "I GOT A DIG BICK / YOU THAT READ WRONG / YOU READ THAT WRONG TOO. On the side of the van is a picture of a rooster and the words 'MASSIVE COCK'.

## THE COMPLAINT

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

*It's fairly clear that this wording is not what the average person would find acceptable to have printed on vehicle advertising*

## 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 (the 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 wording on the vehicle was not acceptable.

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

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 that this advertisement features the slogan, "I got a dig bick. You that read wrong. Your read that wrong too..." on the back of a Wicked Campers van, with cartoon images of a large rooster and the words 'massive cock' on the side.

The Panel noted that whilst the words 'massive cock' on the advertisement could be interpreted as referring to a male chicken in the panel's view the large size of the words 'massive cock' in combination to the spoonerism on the back of the van would lead to most members of the community seeing this as a reference to a large penis.

The Panel noted the phallic shape of the 'M' in 'Massive cock' and considered that this added to the sexual nature of the advertisement and the interpretation that this is a reference to male genitalia and not to the male chicken.

The Panel considered that children would understand the suggestion of the words 'dig bick' and 'massive cock' and considered that most members of the community would find this reference to not be appropriate for the relevant broad audience, which would include children.

The Panel noted that it would be possible to just view the wording on the rear of the van and not see the sides however the Panel considered overall it was more likely that the whole of the van would be viewed. The Panel considered that the combination of the wording on the back and side of the van amounted to an overall depiction of material which puts the issue of sex before the community in a manner which is offensive and inappropriate.



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

The Panel then 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 main Macquarie Dictionary definition of cock is: “n. a male chicken” but that a colloquial definition of “a penis” is also provided.

The Panel noted that while ‘cock’ may have another meaning, in combination with the phrase ‘I have a dig bick’ it was more likely to be seen as a reference to a penis.

‘The Panel noted that ‘dig bick’ is a spoonerism, and that most people would understand this to mean ‘big dick’.

The Panel considered in this instance that the use of the word ‘cock’ and the reference to a ‘big dick’ amounts to an overall depiction of language which is obscene and inappropriate in the circumstances.

The Panel determined that the advertisement did breach Section 2.5 of the Code.

Finding that the advertisement did breach Sections 2.4 and 2.5 of the Code the Panel upheld the complaint.

#### **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.

