

COMPLAINT NUMBER	16/423
COMPLAINANT	D Meredith
ADVERTISER	Wicked Campers
ADVERTISEMENT	Wicked Campers, Vehicle signage
DATE OF MEETING	25 January 2017
OUTCOME	Upheld

SUMMARY

The Complaints Board ruled the complaint was Upheld.

The Complaints Board noted the Complainant's concerns the statement "Ninety % of preists (sic) who try camels prefer boys" is offensive and in poor taste and trivialises the rape of young boys.

Taking into account the wide range of people that could potentially view the advertisement, the Complaints Board said it was likely to cause serious or widespread offence to most people.

The Complaints Board agreed the advertisement offends against generally prevailing community standards and had not been prepared with a due sense of social responsibility to consumers and to society.

[Advertisement to be removed]

Please note this headnote does not form part of the Decision.

COMPLAINTS BOARD DECISION

The Chair directed the Complaints Board to consider the advertisement with reference to Basic Principle 4 and Rules 4 and 5 of the Code of Ethics. This required the Complaints Board to consider whether the advertisement contained anything that was likely to cause serious or widespread offence to most people, taking into account generally prevailing community standards. The Complaints Board was also required to consider whether the advertisement had been prepared with a due sense of social responsibility to consumers and to society.

The Complaints Board ruled the complaint was Upheld.

The Complaint

The Complainant raised serious concerns with the statement “Ninety % of preists (sic) who try camels prefer boys”, which was written across the back of a Wicked Campers vehicle.

The Advertiser’s Response

The Complaints Board noted the Secretariat contacted the Advertiser for a response to the complaint and no response was received.

The Complaints Board noted this particular Advertiser has continuously failed to respond to numerous complaints. It also expressed its concern at the Advertiser’s repeated refusal to engage with and respect the principles of self-regulation.

The Complaints Board’s Discussion

The Complaints Board viewed a photograph of the vehicle depicting the wording “Ninety % of preists (sic) who try camels prefer boys” and agreed it was provocative and offensive.

Taking into account the wide range of people that could potentially view the advertisement, the Complaints Board said the advertisement was likely to cause serious or widespread offence to most people. The Complaints Board agreed the advertisement offends against generally prevailing community standards, particularly with regard to illegal sexual behaviour, and had not been prepared with a due sense of social responsibility to consumers and to society.

Therefore, the Complaints Board ruled the advertisement was in breach of Basic Principle 4 and Rules 4 and 5 of the Code of Ethics.

Accordingly, the Complaints Board ruled to Uphold the complaint.

DESCRIPTION OF ADVERTISEMENT

The Wicked Camper rental vehicle has the statement “Ninety % of preists (sic) who try camels prefer boys” painted across the back of the vehicle, along with the website address for the Advertiser.

COMPLAINT FROM D MEREDITH

I personally feel this trivializes the rape of young boys. I find it offensive and extremely poor in taste. I don't want to see it in New Zealand. That is not who we are.

CODE OF ETHICS

Basic Principle 4: All advertisements should be prepared with a due sense of social responsibility to consumers and to society.

Rule 4: Decency - Advertisements should not contain anything which clearly offends against generally prevailing community standards taking into account the context, medium, audience and product (including services).

Rule 5: Offensiveness - Advertisements should not contain anything which in the light of generally prevailing community standards is likely to cause serious or widespread offence taking into account the context, medium, audience and product (including services).

RESPONSE FROM ADVERTISER WICKED CAMPERS

There was no response from the advertiser.