

COMPLAINT NUMBER	16/398
COMPLAINANT	I Rudd
ADVERTISER	Wicked Campers
ADVERTISEMENT	Wicked Campers Vehicle
DATE OF MEETING	13 December 2016
OUTCOME	Upheld

SUMMARY

The Complaints Board ruled the complaint was Upheld.

The Complainant raised serious concerns with the statement on the vehicle that said “This Machine Kills Fascists”. No response was received from the Advertiser.

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 also lent support to unacceptable violent behaviour 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, 5 and 7 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 or that lends support of unacceptable violent behavior. 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 on the vehicle that said “This machine kills fascists”. No response was received from the Advertiser.

The Advertiser's Response

The Complaints Board noted the Secretariat contacted the Advertiser for a response to the complaint; however, no response had been received by the deadline given.

The Complaints Board was disappointed this particular Advertiser 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 "This Machine Kills Fascists" 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 also lent support to unacceptable violent 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, 5 and 7 of the Code of Ethics.

Accordingly, the Complaints Board ruled to Uphold the complaint.

DESCRIPTION OF ADVERTISEMENT

The Wicked Camper rental vehicle included the statements: "This Machine Kills Fascists" and "Beauty is only a light switch away" along with contact details for the Advertiser.

COMPLAINT FROM I RUDD

I attach a copy of the photographs I took of a Wicked Campers Van seen in Tamamutu Street Taupo. I am a very broadminded person when it comes to slogans of a sexist or risque nature and regarded those as a bit of a laugh, but this particular one is an incitement to "KILLING". Such incitement is bordering or may have crossed the line of Terrorism. It is essential that this company is brought before the courts for such incitement. I have contacted the local council, the media and TV. This scourge on our peaceful society must be ENDED once and for all by Government action at the highest level.

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).

Rule 7: Violence - Advertisements should not contain anything which lends support to unacceptable violent behaviour.

RESPONSE FROM ADVERTISER: WICKED CAMPERS

No response was received from the Advertiser.