Case Report

Case number: 0229-25
Advertiser: Agora
Medium: Billboard
Decision date: 8-Oct-2025
Decision: No breach

ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.6 Health and Safety – no breach

AD DESCRIPTION

This billboard ad features an image of three bags of cement and the words "HEY TRADIES, SPENDING TOO MUCH ON BAGS?"



SUMMARY

Complaint

A complaint was received on the grounds that the ad promotes and trivialises illegal drug taking.

Advertiser response

The advertiser did not provide a response.

Decisions

The Panel found that the ad did not breach section 2.6 of the AANA Code of Ethics as the ad relied on subtle humour and innuendo in a manner that was not contrary to community standards.

ASSESSMENT AND DECISIONS

Section 2.6 (Code of Ethics): Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Practice Note states:

> Section 2.6 requires that advertising must not depict content that would encourage or condone unhealthy or unsafe behaviour having regard to Prevailing Community Standards.

Panel assessment

The Panel considered that promoting or condoning drug abuse is contrary to prevailing community standards on health and safety. However, the Panel considered that in this ad the viewer is not encouraged to use drugs, and that the ad does not depict the drug use or abuse.

The Panel acknowledged that the reference to "bags" could also be interpreted as a reference to cocaine, but that this required viewers to understand this innuendo. The Panel considered that the ad leverages this double meaning for the sake of referencing its product, being bags of cement. The Panel considered that the most likely interpretation of the ad is that the advertiser is able to supply bags of cement at more affordable rates.

The Panel also considered that even if people understand the innuendo, people who view this ad are unlikely to engage in illegal or unsafe drug use as a consequence of viewing this ad, and are unlikely to view drug use or abuse as trivial as a result of this ad.

The Panel considered that the advertisement did not depict material contrary to prevailing community standards on health and safety.

Panel decision

The Panel found that the ad did not breach section 2.6 of the Code.

OTHER CONSIDERATIONS

The Panel found that the ad did not breach any other section of the advertising codes.