



**Review of
Operations
2019**



Ad Standards is committed to excellence in independent advertising complaints adjudication working with the community and the advertising industry to uphold community standards in advertising.

The advertising self-regulation system in Australia relies on consumers having a voice to express their concerns about advertising content, and the provision of independent arms-length administration and adjudication of complaints by Ad Standards.

Ad Standards functions as secretariat to the [Ad Standards Community Panel](#) and the [Ad Standards Industry Jury](#) which independently determine consumer and competitor complaints against the advertising self-regulatory Codes.

Ad Standards also provides an online [Copy Advice Service](#) and resources for all advertisers and agencies to gain expert advice in advance of broadcast or publication. The service supports business to help ensure advertising complies with the Codes regulating advertising content to meet community standards.

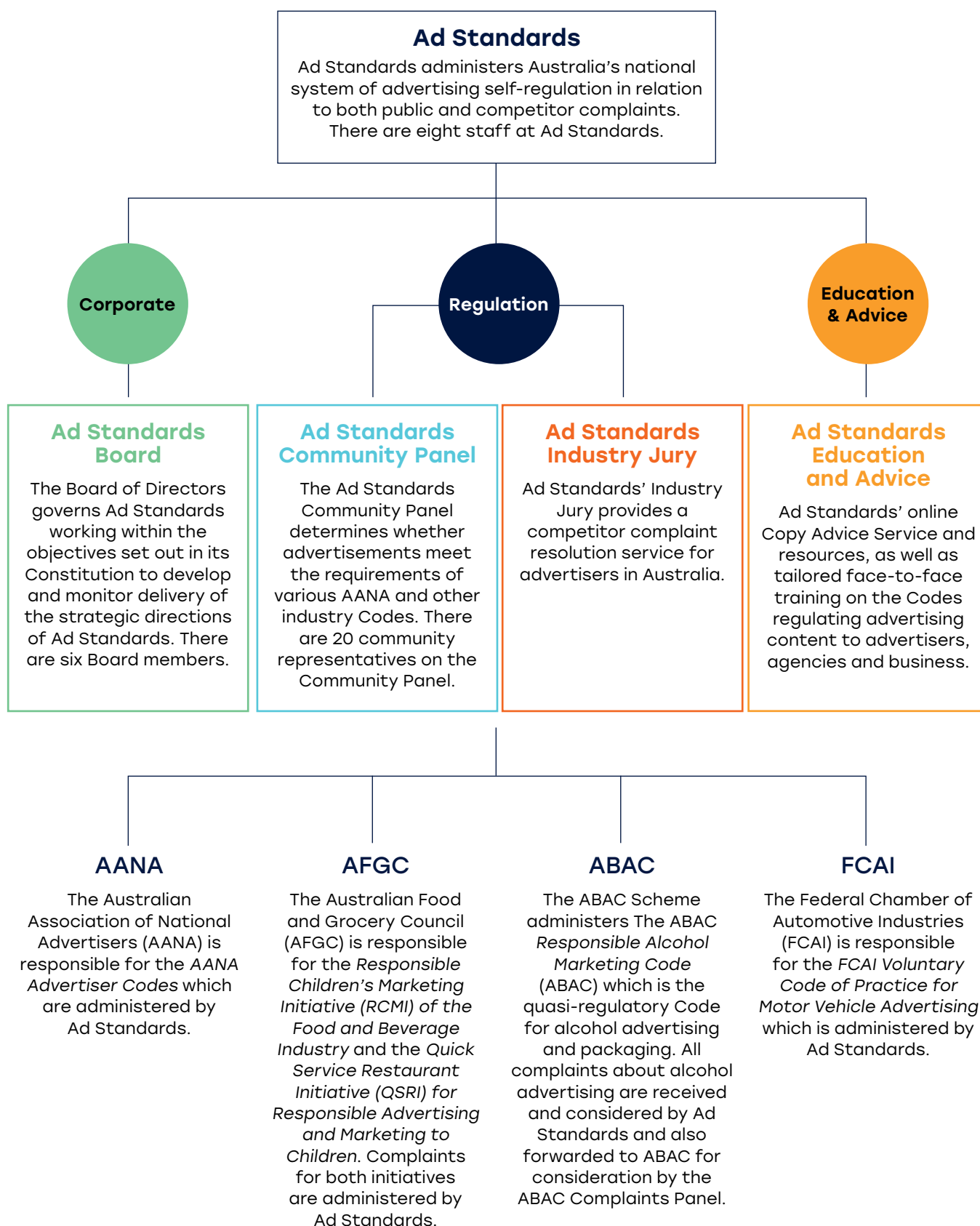
You can read more about Ad Standards online at AdStandards.com.au.



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Who we are



From the Chair

This has been another busy year for Ad Standards. Although the overall number of complaints and cases declined from 2018, it was a significant year of internal systems development headlined by the launch of the new custom-made Complaint Management System. This significant work in systems and database development strengthens overall capacity including faster turn-around times for complaint handling into 2020.

We also saw the launch of the bold new *kinder conditions* campaign that demonstrated the key role of advertising as a platform for promoting positive social messaging. I must thank the media industry – particularly the Outdoor Media Association and FreeTV members - for their significant support and contribution to the broadcast and publishing of the campaign that otherwise would not have had such a broad reach.

On the regulatory front, we saw the release of the final report on the Australian Competition and Consumer Commission's (ACCC) Digital Platforms Inquiry in 2019, which drew into the spotlight the regulation of the media and advertising industry. With recommendations to develop a harmonised media regulatory framework, Ad Standards continues to advocate the success of our self-regulatory system. In particular, the way that our system has proven itself adaptable to the changing media landscape and platforms, efficiently and at no cost to the government.

In 2020 our focus is to continue to be recognised as the leading voice for complaints about community standards in advertising, and we will be looking at ways to further engage with regulators and promote our services for the benefit of the Australian community and industry.

Behind all of our work is our dedicated and hard-working team of staff, who are committed to delivering this important public service.

I would also like to express my thanks to the Ad Standards Community Panel members, who bring their experiences from a wide variety of backgrounds to our system.

As a self-regulatory system, Ad Standards relies on the support of the Media Federation of Australia, advertisers and the broader media industry to be successful. The industry has invested in the system because there is a shared recognition that decent and honest ads are good for people, business and society as a whole. With their ongoing support, we look forward to continued success.

Finally, we were sorry to see the term of office of one of our long-standing Board directors, Matthew Hall, come to an end. We were however delighted to welcome Jenni Dill and Kirsty Muddle to our Board.



David Scribner
Chairman

From the CEO

In 2019 we launched a major awareness raising campaign about the Codes and the role of the advertising complaints adjudication system. This was our first campaign since 2012 and it took a controversial approach. Sincere thanks to our campaign partners LOUD and HYLAND for the incredible work in the creative development and strategic campaign placement.

Thank you also to our colleagues in the media – particularly Outdoor Media Association and FreeTV members – for the significant support they provided in broadcast and publication of our advertisements. We're grateful to the industry as a whole for supporting the campaign – please see the full report on page 8.

The results so far show an increase in unprompted awareness with the number of respondents unable to spontaneously state any organisation to complain to about the standards of advertising in Australia decreasing from 62% to 50%.

In early 2019 we published [research into community understanding of distinguishable advertising on social media and the internet](#). While the issue of distinguishable advertising is increasingly being raised in the media and wider community, the research findings showed that there is a high level of consumer awareness of what is advertising on the internet.

The research also provided the Ad Standards Community Panel with a useful [checklist of issues](#) it could consider when determining whether the target audience of online marketing would be likely to be aware that they are being advertised to.

During 2019 we undertook significant work internally to design, develop and launch our new Complaint Management System (CMS). This significant work in systems and database development is not visible to stakeholders and with a small team it did have a negative impact on our complaint handling times in 2019. However, we are very confident that the new system will demonstrate the significant benefit of faster turn-around times for complaint handling in 2020.



Ad Standards was awarded the inaugural Innovation Award from the International Council for Advertising Self-Regulation (ICAS) in 2019 for undertaking world-first research into the effectiveness of the advertising complaints system in Australia.

In 2019 we continued to deliver, on a low scale, our [Copy Advice Service](#). Advertiser feedback has been very positive and we will be expanding this service in 2020. More information about the service is on page 12.

Our world first research undertaken by Deloitte Access Economics in 2017 gained [international recognition](#) in 2019 when Ad Standards was awarded the inaugural Innovation Award from the International Council for Advertising Self-Regulation (ICAS) in April. This prestigious accolade recognises Ad Standards' ongoing commitment to ensure our system is a leader in global best-practice.

Some resignations from the [Ad Standards Community Panel](#) during late 2018 and 2019 resulted in a mid-term recruitment process. We

were pleased to appoint four new Community Panel members in December. Although all four appointees were men, this now means that the Community Panel has returned to being gender balanced and has improved the age and overall diversity of the Panel, further strengthening its function to reflect community standards in advertising.

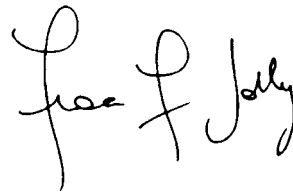
In 2019 we also continued to work with Federal, State and Territory governments for assistance in obtaining compliance with regards to motor vehicle advertising. We were pleased that in late July 2019 all jurisdictions agreed to implement consistent legislation to enable Ad Standards decisions for motor vehicle advertising to be effectively implemented. Our preference as a self-regulation body is of course to secure compliance directly with the advertiser, however we are pleased that the regulations implemented will ensure that the Community Panel's decisions are consistently applied across Australia.

It's an exciting time to be looking to the future after a period of business consolidation. In 2020 we return to our outward focus and will be rolling out education and advice activities in the second half of the year. As noted last year we hope to reach smaller advertisers who don't

have the resources of an industry association to assist with ensuring their advertising dollars are properly spent.

Sincere thank you to our industry colleagues who support Ad Standards in many ways – including by advocating our value to their members and assisting with compliance with Community Panel decisions. Thank you also to the Panel members who bring a sincere commitment to understanding community views and applying them to the considerations of the Panel.

Thank you also to our team at Ad Standards who worked so hard to deliver our new CMS, the community awareness campaign, and on a number of internal governance matters.



Fiona Jolly
Chief Executive Officer

STOP PRESS:

At the time of publishing we are all facing the challenges of COVID-19 and significant disruption to work and our professional and personal lives. Whilst we wait to see when this will end, we will be temporarily pausing the significant strategic work we had planned for 2020, but will continue to provide our complaints handling service to the highest standards possible.

Stay well
Fiona

New Ad Standards Community Panel members strengthen diversity

New members appointed to the Ad Standards Community Panel (the Community Panel) in 2019 include a university student, police officer, doctor, and an anti-discrimination lawyer and former journalist representing the diversity of the Australian community.

The new appointments further strengthen the ability of Australia's independent system of advertising complaints adjudication to reflect community standards, values and opinions.

The [Community Panel](#) is responsible for considering complaints made by members of the public about advertisements across all mediums and represents the wide cross-section of community opinion.

The diversity of the Community Panel helps widen understanding of the many different community standards relevant to the decisions the Panel makes regarding complaints.

As a whole, the 20 members of the Community Panel bring a wide range of life experience and perspectives representing a broad range of community values, ages, skills, geographic and demographic groups. The four new appointees have improved the gender, age and overall

diversity of members further strengthening its function to reflect community standards in advertising.

The Panel considers complaints across wide-ranging social issues covered by the [advertising Codes and Initiatives administered by Ad Standards](#) - from discrimination and exploitation, to the environment, body image and health, and advertisements targeted to children.

The names and profiles of all [Community Panel members](#) are on the Ad Standards website. The Community Panel does not include representatives from the advertising industry, or from consumer or lobby groups. Membership is on a fixed term basis with new appointments staggered to ensure a mix of corporate knowledge while introducing people with a mix of experience, views and skills.



The Ad Standards Community Panel welcomed four new members in 2019 further strengthening diversity and representing a wide cross-section of community opinion.

Kinder conditions awareness campaign challenges stereotypes in advertising ❄️

❄️ **The attention-grabbing Ad Standards *kinder conditions* awareness campaign launched in July 2019, challenging stereotypes through outdated clichés designed to raise awareness of the wide range of social issues covered by the advertising Codes.**

The series of bold ads feature provocative headlines followed by a twist of clever copy which then highlighted the importance of high standards and positive social messaging in advertising content.

The campaign also encourages the advertising industry to strive to exceed the already high standards set by the advertising Codes and deliver more socially progressive marketing communications, and the brand value of the advertising Codes to advertisers.

Globally there are calls for advertisers to move away from outdated stereotypes. The World Federation of Advertisers is calling on brands to 'unstereotype' advertising and the *kinder conditions* campaign encourages recognition of campaigns that are doing just that across a range of social issues.

Launched across TV, radio, print, outdoor, social and digital media, the community and advertisers were invited to nominate ads they'd seen or made that worked to celebrate creativity by raising the bar and going beyond the advertising Codes, defying clichés to create *kinder conditions* in advertising through actions such as:

- breaking gender stereotypes
- increasing diversity and social inclusion
- promoting healthy food depictions
- safe driving practices
- responsible marketing to children, and
- transparency in advertising.

This ad is brainwashing your children. ❄️

❄️ Look around at the millions of messages they consume every day. Cartoon characters creating pester power and sweet smiles in grocery aisles. There are twenty-year-old models tempting tweens into makeup routines. Growing into peer pressure and product placements. Labels sticking to more than clothes, a brain ready to mould. Children see and hear everything. Are we raising them or is our media? These are not the advertising conditions we want. There are codes that set high standards. Together, we can exceed them. Ad Standards want to recognise those that spread positive messages to children and celebrate childhood on their own terms. You can nominate advertising that helps create kinder conditions. A future where kids can make up their own minds.

[AdStandards.com.au](https://adstandards.com.au). Terms and kinder conditions apply.



The first round *kinder conditions* winner announced in November 2019 was a [television commercial for wheelchair accessible holiday accommodation](#) from advertiser Booking.com, which was voted the overall winner from a strong field by the [Ad Standards Community Panel](#) for promoting social inclusion and diversity. The campaign continues in 2020.

The first major Ad Standards awareness campaign since 2012, *kinder conditions* has so far achieved an increase in unprompted awareness with the number of respondents unable to spontaneously state any organisation to complain to about the standards of advertising in Australia decreasing from a historical high of 62% in 2017, to 50% in November 2019¹.

¹ Ad Standards conducts regular awareness testing through Colmar Brunton Social Research. In 2017, 62% of respondents were unable to spontaneously state any organisation they could complain to about the standards of advertising. When tested by Colmar Brunton at the end of Round one of the awareness campaign in November 2019 this had dropped to 50%.

In fifty years, this ad will be underwater.*

✳️ You'll be underwater too. Sustainability swimming just out of reach. Where are the facts in the battle for higher ground? We'll have wished we were warned. Instead it was he said and she said, throwaway claims cluttering bus stops and set tops. Products promised to please the earth piling up in landfill. Plastic packaging blocking pipes and bobbing in waterways. Bio-friendly stamps are sticking to the necks of wildlife while we consume more. Are these the advertising conditions we want? There are codes that set high standards. Together, we can exceed them. Ad Standards want to recognise those that promote environmental benefits for a healthier future. You can nominate advertising that helps create kinder conditions. Conditions that we can all live in.

AdStandards.com.au. Terms and kinder conditions apply.



This ad is for white people only.*

✳️ Though you don't need to be white to read the signs, this particular advertisement category is only eligible as a candidate and those signs on the boards in regional areas, quite scattered and often obscured. Our streets may be colourful but black white faces show just how far we've come and how far we've got to go. These are not the advertising conditions we want. There are codes that set high standards. Together, we can exceed them. Ad Standards want to recognise those that promote cultural diversity in their advertising. You can nominate advertising that helps create kinder conditions. Nominate to the extent that needs to be created.

AdStandards.com.au. Terms and kinder conditions apply.



If you're a woman, don't bother reading this ad.*

✳️ As you're doing it, it's worth remembering that you find the time when you're parking fuel for the past few years hasn't been an excellent week, every year has been tight, higher and lower. There are better things to be doing than competing for time in a crowded marketplace. You're the one who's in charge. Why through that period past, finally pulled back and digital ads. That the gender inequality, parking as it's also an issue and should be. Are these the advertising conditions we want? There are codes that set high standards. Together, we can exceed them. Ad Standards want to recognise those that promote gender equality in their advertising. You can nominate advertising that helps create kinder conditions. But then again, you're a woman. You've been working for kinder conditions for a long time.

AdStandards.com.au. Terms and kinder conditions apply.



The *kinder conditions* campaign raises awareness of the wide range of social issues covered by the advertising Codes in Australia, and the brand value of the advertising Codes to advertisers.

To showcase Ad Standards support for positive social change in advertising, we also proudly sponsored the Communications Council's new Effie Awards category 'positive change' which recognises and celebrates brands promoting the greater good through marketing communication.

Our special thanks to our campaign partners LOUD. for incredible creative thinking and production expertise, and HYLAND for much appreciated placement strategy, energy and advice. We are truly grateful.

Thanks also to our colleagues across the media industry – particularly Outdoor Media Association and FreeTV members – for the significant pro bono support provided through broadcast and publication of our advertisements.



This ad is good for business. ❄️

❄️ But is your business good for advertising? Meeting marketing metrics is meaningless when the messages we send are not meaningful. Our voices are loud and we are proud in pushing products and promising proof points. Your business has the power for more. The stories you tell effect more than the units you sell – they’re shaping our world. So what are you saying? There are advertising codes that set high standards. Together, we can exceed them. You can drive diversity, dismantle stereotypes and make a difference to societal dilemmas. Ad Standards want to celebrate those that push the boundaries of creativity to stand for more. If your ads help create kinder conditions, they can be nominated. So ask your agency for kinder. It is more than good for your business – it’s good for the world.

[AdStandards.com.au](https://adstandards.com.au)

Terms and kinder conditions apply.



New custom-built database increases speed and efficiency

Ad Standards' new custom-built database, launched in 2019, includes email watcher technology to ensure every communication with complainants and advertisers is recorded in the system. Our aim is to decrease turn-around times for complaint handling in 2020.

The new Complaints Management System (CMS) which was designed and developed through 2018-2019 working with Resolve Software Group also includes updated webforms for complainants and advertisers increasing functionality and effectiveness.

Resolve was appointed following a competitive procurement process to identify a specialist partner with high-level technical skills and credentials to develop a new and vital system for the accurate and effective processing of complaints, advertiser responses and independent reviews.

The new CMS strongly positions Australia's system of advertising self-regulation administered by Ad Standards to further increase efficiencies and responsiveness into the future through greater flexibility and the ability to quickly adapt to changes in the advertising environment.

Whilst there has been much work done internally to improve Ad Standards complaints handling systems, the complaints process itself is based on international best practice and has not changed.

You can read more about our [advertising complaints process](#) on the Ad Standards website.

The screenshot shows the 'Online complaint form' on the Ad Standards website. The form is structured as follows:

- Header:** Ad Standards logo, navigation menu (ABOUT, EDUCATION AND ADVICE, CODES AND CASES, ADVERTISING ISSUES, NEWS, FURTHER INFORMATION), and buttons for 'LOGGEE A COMPLAINT' and 'REQUEST COPY ADVICE'.
- Section: Online complaint form**
 - Introductory text: 'We take your complaint very seriously. As part of the Ad Standards' processes we will respond to your complaint promptly in writing. Accordingly we need accurate name and contact details to make sure we can get our response to you. A valid email address will expedite the process.'
 - Note: 'An anonymous complaint or a complaint with insufficient details or false information (e.g. name, postal address or email address) cannot be accepted. As each complaint is processed as a separate matter, if you have a complaint about more than one advertisement, please submit each complaint on a separate form. Please ensure you complete all boxes marked with an asterisk (*). If you do not, you will not be able to send this form.'
 - Note: 'Please ensure you complete all boxes marked with an asterisk (*). If you do not, you will not be able to send this form.'
- Section: YOUR DETAILS**
 - Fields: *Title, *First Name, *Surname, Organisation or Group that you represent, *Age, *Gender, *Street Address, Street Address 2, *Suburb/Town, *State/Territory, *Postcode, Home Phone, Work Phone, Mobile, *Email.
 - Checkbox: 'I don't have a valid email address.'
- Section: YOUR COMPLAINT**
 - Field: *What type of advertising or marketing communication are you complaining about?
 - Field: *Where did you see/hear the advertising or marketing communication? (Note: Please provide details such as location, channel, station, URL, publication etc.)
 - Field: *Which category of product or service was being advertised?
 - Field: *When did you see/hear the advertising or marketing communication? (Note: Please provide details such as date, time, program, website etc.)
 - Field: *What was the main subject of the advertising or marketing communication?
 - Field: Name the advertiser/product/brand.
 - Field: *Please describe the advertising or marketing communication.
 - Note: 'This is so we can identify the specific advertisement or marketing communication. Do not include the reasons for your complaint here.'
 - Field: *Please tell us why you object to, or were offended by, the advertising or marketing communication.
 - Note: 'Please upload associated documents to support the complaint (eg. .txt, .jpg, .png, .pdf, .doc, .ppt, .docx, .xlsx, .pptx, .docm, .rtf, .xls, .xlt, .xlw). Please DO NOT upload files with the special characters in the filename.'
 - Button: 'Related Documents'
- Section: YOUR PRIVACY**
 - Note: 'Please note that some general information contained in your complaint, your level name, gender, age bracket and your State/Territory will be disclosed to the advertiser concerned, relevant adjudicator and, if required, an expert advice, during the course of investigating your complaint. We may also need to refer your complaint (including your personal details) to another company's organisation for further investigation.'
 - Link: 'Please see our Privacy Policy.'
 - Checkbox: 'I want to keep my identity confidential.'
 - Radio buttons: 'Do not send' and 'Send my details to Ad Standards'.
 - Button: 'Submit'.



Ad Standards' advisory service helps keep campaigns compliant

In a bid to deliver cut-through advertising, businesses can unintentionally attract the wrong attention by creating content that may not align with community standards.

Advertisers using the [Ad Standards Copy Advice Service](#), however, report significantly reduced risk of misinterpretation of the advertising Codes as any necessary changes can be made ahead of publication or broadcast which saves time and money as well as any potential risk to reputation.

Launched in mid-2018, the first full year of delivery has firmly positioned the Ad Standards advisory service as a vital resource for businesses and creative agencies by providing confidential advice on advertising material from the early stages of campaign development.

It is the fastest and most cost-effective way to check whether or not a campaign is likely to meet community standards across the wide range of

Using copy advice ahead of going to air allows us to assess the risk and make changes if necessary, therefore saving a lot of money and time and potentially the risk of being off air.

ADVERTISER FEEDBACK

Advice was very useful as it was critical for us to be informed before moving any further forward. The response was quick and helpful, thank you.

ADVERTISER FEEDBACK

social issues covered by the [advertising Codes and Initiatives administered by Ad Standards](#), Australia's independent advertising complaints adjudicator. The Ad Standards Copy Advice Service is provided for a small fee and applies to pre-broadcast or publication of ads.

In 2019, Ad Standards received 23 requests for Copy Advice from a range of advertisers, creative agencies and industry bodies. The majority of advice requests were on whether material complied with the AANA Code of Ethics.

The top two areas that advertisers sought guidance on were sections 2.1 and 2.4 of the AANA Code of Ethics which relate to discrimination and vilification, and the treatment of matters of sex, sexuality and nudity in advertising.

Ad Standards Copy Advice is online and [requests for expert advice](#) to help ensure advertising materials attract all the right attention in compliance with the rules can be submitted 24/7.

Other resources provided by Ad Standards to support advertiser compliance include bespoke training to meet individual advertiser needs and [online training resources](#) about the advertising Codes and the advertising self-regulation system.

[Determination summaries](#) providing precedent information are also on the Ad Standards website. Advertisers can also [subscribe](#) to receive the monthly Ad Standards Bulletin and follow @Ad_Standards on [Twitter](#) and [LinkedIn](#).



- AANA Code Of Ethics
- AANA Food Code
- AANA Children's Code
- RCMI
- Other



Ad Standards provides bespoke training to industry partners and SMEs to help understand the advertising Codes which is vital to good business.

Most complained about ads of 2019

1

Blood normal

Asaleo Care – Libra – TV – Free-to-air

Complaints: 738

Dismissed

The television advertisement featured various period-related situations that may be encountered day to day by women to promote the #bloodnormal campaign. Complainants were concerned about the graphic, inappropriate and sexualised nature of the content, however the Ad Standards Community Panel (the Community Panel) dismissed the complaints, finding the advertisement treated the implied message of menstruation and the issue of sexuality with sensitivity to the relevant broad audience.

2

Foolproof iPhone app

Sportsbet – TV – Free-to-air

Complaints: 366

Dismissed

The television advertisement portrayed 'foolish' scenarios of people who have fallen for scams, vegans protesting for the sake of protesting, and a football player who committed an act of public indecency. Complainants raised concern over the language used in the ad and the offensive portrayal of scam victims. The Community Panel dismissed complaints, finding the ad did not racially vilify or discriminate against any community and used appropriate colloquial Australian slang.

3

Us, the movie

Universal Pictures – TV – Free-to-air

Complaints: 244

Dismissed

The television advertisement for the horror film Us features scenes from the film. Complainants were concerned that the content was too alarming and distressing for children to see, however the Community Panel dismissed the complaints, finding that the level of violence depicted was justifiable for the product being advertised.

4

Unexpected Situation #7

Ultra Tune – TV – Free-to-air

Complaints: 161

Upheld

The television advertisement depicts four women losing control of their car and landing in the ocean. Charlie Sheen invites them onto his boat and lends them his phone to call Ultra Tune. Complainants expressed concern that women were depicted as being helpless and sexual objects. The Community Panel upheld the complaints on the basis that the ad contained content which objectified and discriminated against women.

5

Turn on Australia

Love Honey – TV – Free-to-air

Complaints: 84

Dismissed

The television advertisement featured a montage of visuals showing couples lovingly embracing each other and portraying lack of excitement on their faces. Complainants showed concern for the depiction of sex and lack of sensitivity to the audience. The Community Panel found the ad treated sex, sexuality and nudity with sensitivity for the relevant broad audience and dismissed the complaints.

6

Glo-ball warming**Hanes Brands Inc – TV – Free-to-air****Complaints: 69****Dismissed**

The television advertisement depicts different scenes of a man using a piece of technology to test the temperatures of men's crotches to detect heat signatures and to promote 'ball cooling' underwear. Complainants expressed concern that the content was offensive, and that inappropriate humour was used. The Community Panel dismissed complaints due to the colloquial terms used, and the sensitive approach to sex, sexuality and nudity.

7

The swim edit**Pretty Little Thing – TV – Free-to-air****Complaints: 58****Dismissed**

The advertisement features a series of visuals depicting a woman walking around a desert in different clothing and swimwear items. Complainants showed concern for the sexualisation of the woman and the degree of nudity shown. The Community Panel dismissed complaints, finding the ad was not sexually explicit and treated the issues of sex, sexuality and nudity with sensitivity to the broad audience.

8

IT, the movie**Roadshow Films – Billboard****Complaints: 40****Upheld**

The billboard advertisement for a movie used images of the clown from the film. The first image showed a white face with red lines running over the eyes and along the mouth, and the second featured only the clown's eyes. Complainants raised concerns over the menacing tone and confronting images, especially in such a public space. The Community Panel upheld the complaints, finding the content unjustifiably menacing for the relevant broad audience.

9

Foolproof - pageant**Sportsbet – TV – Free-to-air****Complaints: 31****Upheld**

The TV advertisement portrayed a woman in a beauty pageant showing the audience the Sportsbet app on her phone. A superimposed graphic saying 'foolproof' is then stamped over her neck. Complainants were concerned that the ad promoted sexist and outdated stereotypes of women. Finding that the ad did discriminate against and vilify women in pageants, the Community Panel upheld the complaints.

10

A piece of Reece's**Downtown Brooklyn – Internet/Social/Facebook****Complaints: 29****Dismissed**

The social media advertisement featured an image of a 'Reese's Pieces' dessert, with a caption telling people to have their EpiPen on them because of the nuts the dessert contains. Complainants referred to the caption as offensive and promoting risky behaviour, however the Community Panel dismissed complaints due to the ad being aligned with community standards on health and safety and the absence of discriminatory material.

Applying the Codes and Initiatives

In 2019 Ad Standards administered the following Codes and Initiatives. The Ad Standards Community Panel (the Community Panel) is bound by these when considering complaints about advertising:

- [Australian Association of National Advertisers \(AANA\) Code of Ethics](#)
- [AANA Food and Beverages Advertising Code](#)¹
- [AANA Code for Advertising and Marketing Communications to Children](#)
- [AANA Wagering Advertising & Marketing Communication Code](#)
- [AANA Environmental Claims Code](#)
- [Australian Food and Grocery Council \(AFGC\) Responsible Children's Marketing Initiative \(RCMI\) of the Australian Food and Beverage Industry](#)
- [AFGC Quick Service Restaurant Initiative \(QSRI\) for Responsible Advertising and Marketing to Children](#)
- [Federal Chamber of Automotive Industries \(FCAI\) Voluntary Code of Practice for Motor Vehicle Advertising](#)

Determination summaries

The Determination summaries published to the Ad Standards website (see hyperlinks below and the actual web page address on the next page) provide information about previous Community Panel determinations on particular issues, providing precedent information to help advertisers. This is provided as a guide only, however, and cannot be relied upon as the determination which may be reached by the Community Panel in future cases.

The majority of cases considered by the Community Panel fall under the AANA Code of Ethics. The Panel considers cases under Section 2 of the Code of Ethics, which has seven sections:

- 2.1 [Discrimination and vilification](#)
- 2.2 [Exploitative or degrading](#)
- 2.3 [Violence](#)
- 2.4 [Sex, sexuality and nudity](#)
- 2.5 [Language](#)
- 2.6 [Health and safety](#)
- 2.7 [Distinguishable advertising](#)

¹ In February 2020 the AANA amended the Food and Beverages Advertising Code to allow fresh fruit and vegetables to be advertised to children without complying with the RCMI, provided the fruit and vegetables are the only food product in the advertisement.

Determination summaries for the other Codes and Initiatives administered by Ad Standards are also published online:

- [Advertising to Children](#) - AANA Code for Advertising and Marketing Communications to Children (the Children's Code).
- [Food and beverage advertising](#) - AANA Food and Beverages Advertising and Marketing Communication Code (the Food Code), [The AFGC Responsible Children's Marketing Initiative \(RMI\)](#), and [Quick Service Restaurant Initiative \(QSRI\)](#).
- [Wagering advertising](#) - AANA Wagering Advertising & Marketing Communication Code (the Wagering Code).
- [Environmental advertising](#) - AANA Environmental Claims Code (the Green Code).
- [Motor vehicle advertising](#) - Federal Chamber of Automotive Industries (FCAI) Voluntary Code of Practice for Motor Vehicle Advertising (the Car Code).

See below for the web page address for Determination summaries published on the Ad Standards website:

AANA Code of Ethics

- 2.1 <https://adstandards.com.au/products-and-issues/discrimination-and-vilification/determination-summary>
- 2.2 <https://adstandards.com.au/products-and-issues/exploitative-or-degrading/determination-summary>
- 2.3 <https://adstandards.com.au/products-and-issues/violence/determination-summary>
- 2.4 <https://adstandards.com.au/products-issues/sex-sexuality-and-nudity-determination-summary>
- 2.5 <https://adstandards.com.au/products-issues/language-determination-summary>
- 2.6 <https://adstandards.com.au/products-and-issues/health-and-safety-determination-summary>
- 2.7 <https://adstandards.com.au/products-issues/distinguishable-advertising-determination-summary>

Other Codes and Initiatives administered by Ad Standards:

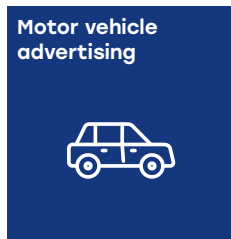
- <https://adstandards.com.au/products-issues/childrens-code-determination-summary>
- <https://adstandards.com.au/products-issues/food-code-determination-summary>
- <https://adstandards.com.au/issues/food-initiatives-determination-summary>
- <https://adstandards.com.au/products-issues/wagering-advertising-determination-summary>
- <https://adstandards.com.au/products-issues/environmental-claims-determination-summary>
- <https://adstandards.com.au/issues/motor-vehicle-advertising-determination-summary>

Updates to the advertising Codes in 2019

Although there were no updates to the advertising Codes and Practice Notes in 2019, two significant reviews were initiated by the Code owners, which will be ongoing in 2020. Ad Standards welcomes these reviews as they are an important part of ensuring that the advertising self-regulation system is adequately reflecting community standards.

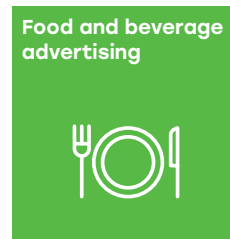
AANA Code of Ethics

The Australian Association of National Advertisers (AANA) commenced their review of the AANA Code of Ethics in 2019. Ad Standards provided a submission in response to the AANA's discussion paper for public comment issued in September 2019. We will continue to consult with the AANA throughout 2020 on any proposed changes throughout the review process.



FCAI Code

The Federal Chamber of Automotive Industries (FCAI) commenced a review of their Voluntary Code of Practice for Motor Vehicle Advertising (the FCAI Code) which is administered by Ad Standards through its Community Panel and complaints adjudication process. Ad Standards provided a submission and will continue to engage with the FCAI throughout their review process.



AANA Food & Beverages Code

The AANA Food & Beverages Advertising Code is coming up for review in 2020, and we look forward to participating to ensure that advertisers and marketers continue to develop and maintain a high sense of social responsibility in advertising and marketing food and beverage products in Australia.



Snapshot statistics

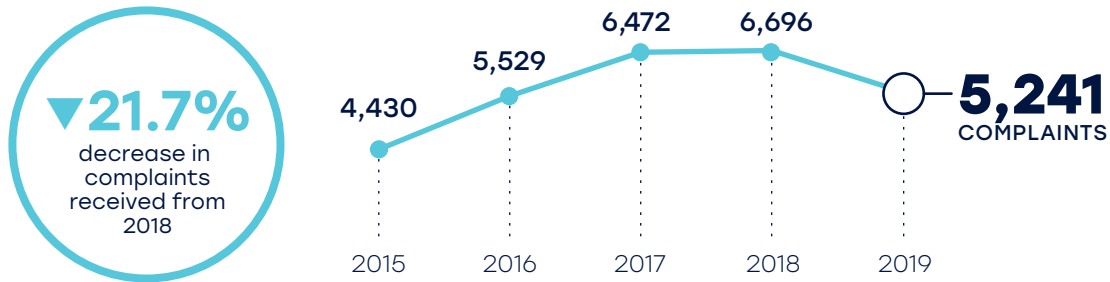
	2018	2019
COMPLAINT SNAPSHOT		
Complaints received	6,696	5,241
Complaints within Ad Standards' jurisdiction	2,708	2,083
Complaints about ads previously considered	1,328	999
Complaints outside Ad Standards' jurisdiction	2,121	1,642
Complaints about ads already withdrawn	87	69
Complaints assessed as consistently dismissed issues	502	448
Complaints unassessed at year end	37	0
CASE SNAPSHOT		
Cases raised	554	415
Cases considered by the Ad Standards Community Panel	488	368
Cases created but not considered by the Community Panel ¹	66	47
BREACH OR NOT SNAPSHOT		
Cases – complaints dismissed	403	310
Number of complaints about dismissed cases	1,675	2523
Cases – complaints upheld ²	85	58
Number of complaints about upheld cases	2,047	208

¹ In 2019, this includes ads voluntarily withdrawn by the advertiser before the Ad Standards Community Panel meeting (39), and cases created but not put forward for Panel consideration for various reasons (8).

² In 2019, this includes 23 advertisements that were not modified or removed by the advertiser after determination by the Community Panel (of these, 18 were from two advertisers). In 2018, 38 advertisements were not modified or removed by the advertiser after determination by the Community Panel (of these, 32 were from two advertisers).

Total complaints received

Of the 5,241 total complaints lodged in 2019, the Ad Standards Community Panel (Community Panel) considered cases about 368 different advertisements, with an additional 47 cases created but not considered by the Community Panel, including 39 ads voluntarily withdrawn by advertisers.



While the total number of complaints received in 2019 decreased from 2018 (6,696) and 2017 (6,472) the number for this year reflects a return to more usual levels after two exceptionally high years.

The number of consistently dismissed complaints remained high at 488. These are complaints which raise issues under the Code of Ethics but were not submitted to the Community Panel on the basis that the Panel has consistently considered the issues raised in those complaints to be not in breach of the Codes.

These are assessed by the Chair of the Community Panel (a rotating position) to determine the likelihood of being upheld, to prioritise and increase the efficient use of the Panel’s time.

The overall complaints for 2019 reflect ongoing community concerns across a broad range of social issues covered by the advertising Codes in Australia.

The most complained about advertisement in 2019 was a free-to-air television commercial for sanitary products showing everyday depictions of menstruation. Now the third most complained about ad of all time, Ad Standards received nearly 740 complaints about the advertisement, with concerns raised about sexuality and nudity, discrimination, exploitation, violence, and health and safety.

The second most complained about ad in 2019 with 366 complaints was a TVC for a sports betting app showing protesters, a scam victim and a sports personality. Concerns ranged from discrimination or vilification to sex, sexuality and nudity, and language.

While the bulk of complaints in 2019 were about ads seen on free-to-air television, the 2019 top ten list also includes an outdoor billboard for a horror film, and an ad on social media where concerns were raised about discrimination, and health and safety.

The statistics show that the community understands the advertising Codes protect community standards and that Ad Standards acts on their concerns.

Of the 5,241 complaints received in 2019, over half (55.73 per cent) were allocated within the scope of the advertiser Codes and were about advertisements which were then considered by the Community Panel.



Just over 4 per cent of complaints received (4.39 per cent) were about advertisements that had already been considered by the Community Panel. Once the Panel has considered complaints about a particular advertisement, if the complaints have been dismissed then further complaints about the same advertisement will not be considered by the Panel until five years after the case was first considered, or in exceptional circumstances.

A further 8.55 per cent of complaints were processed as consistently dismissed issues.

Finally, 31.33 per cent of complaints (1,642) received were about matters not within Ad Standards' jurisdiction. These key issues in 2019 concerned tasteless advertising and content people found disagreeable such as the ad for disinfectant wipes that showed a man picking his teeth with a beer coaster, images of feet and toenail cutting in an ad for a small business insurance broker, or the ad for a skin product which showed puss and blackhead pimples.

In these cases, the complainant is advised why the matter is outside the charter of Ad Standards and, where possible, is referred to the appropriate regulatory body.

Ad Standards Community Panel determinations

Of the 5,241 complaints received in 2019, 3,599 of these (68 per cent) were about matters that were within Ad Standards' charter. This is the same percentage of ads within Ad Standards' jurisdiction as in 2018.

These complaints related to a total of 368 advertisements which raised potential Code issues in 2019. These cases were then considered by the Community Panel to determine whether the material met the requirements of the advertising Codes.

Of the total number of advertisements that were considered by the Community Panel, 58 of these (15.76 per cent) were found to be in breach of one or more advertising Codes. This rate is slightly lower than 2018 (17.42 per cent).

The Community Panel had 22 scheduled meetings throughout the year to consider the 368 advertisements complained about in 2019. A further 39 advertisements were voluntarily withdrawn from broadcast/publication before the cases were considered by the Community Panel.

The Panel also held an additional extraordinary meeting in 2019 in response to a television ad with period-related visuals promoting the #bloodnormal campaign which generated significant public concern. This was the most complained about ad of 2019 with a total of 738 complaints lodged with Ad Standards.

Community Panel determinations



Cases of potential Code issues considered by the Community Panel

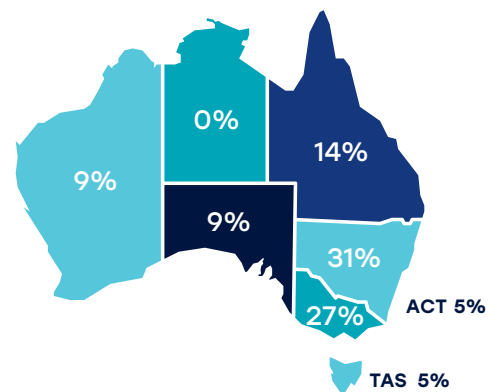
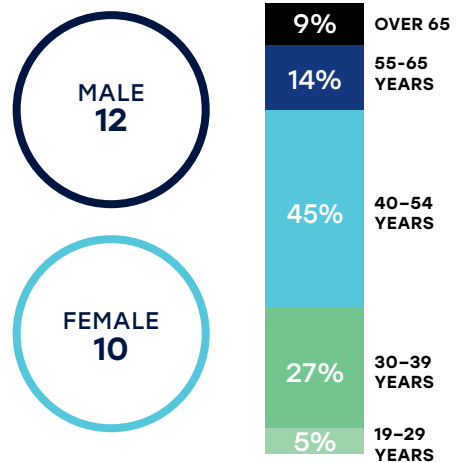


Community Panel meetings in 2019 to consider cases



Outcome of cases determined by the Community Panel

Community Panel profile



What do people complain about?

Issues of community concern covered by the AANA Code of Ethics continued to make up the majority of complaints considered by the Community Panel in 2019 at over 60 per cent combined.

However, in 2019 the largest single category with a third of total complaints received (33.91 per cent) fell into the ‘other’ category which is often related to uncomfortable scenes in advertisements and reflects the community reaction to ads which push the boundaries on social issues.

The bulk of these ‘other’ complaints related to the top two most complained about ads of the year in 2019. The first was a television ad for sanitary products with many of the complaints received citing concerns of the period-related visuals being gross, embarrassing, or uncomfortable to watch.

The second was an ad for a sports betting app featuring a sports personality who drew the ire of viewers with complainants lodging concerns about his bad reputation, that he shouldn’t be paid to be in an ad, and the wrong message being sent to kids.

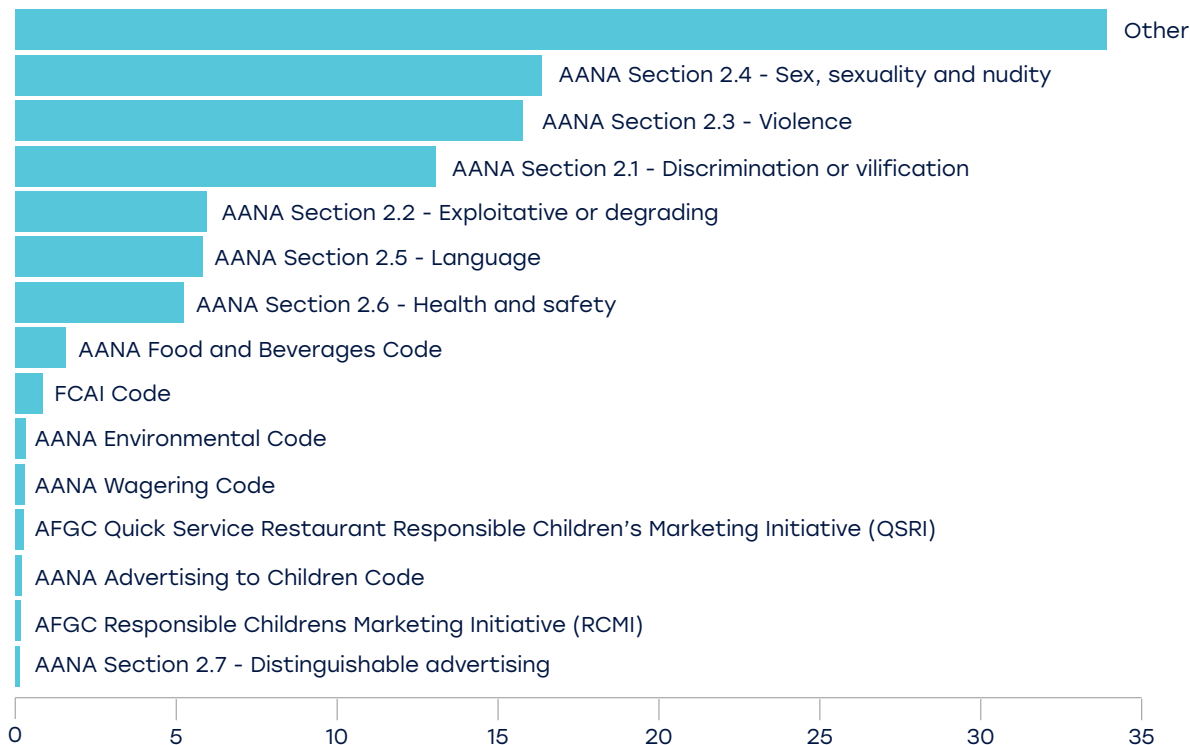
Concerns about sex, sexuality and nudity in advertising are consistently high each year including in 2019 when this was the second highest issue of community concern at 16.37 per cent. This decreased to less than half from 2018 (36.39 per cent).

Violence was the third highest issue of concern overall in 2019, at 15.78 per cent, but another significant decrease from 2018 (26.58 per cent).

The fourth most complained about issue in 2019 was discrimination and vilification which nearly doubled at 13.08 per cent from 2018 (8.66 per cent).

The lowest level of complaints (.14 per cent) about distinguishable advertising reflects ongoing low levels of community concern about whether advertising is clearly distinguishable or not. This was also a key finding in the 2018 Ad Standards research into what makes social media and online content ‘clearly distinguishable as advertising’ to online and social media audiences.

Key issues of community concern 2019



What products attracted complaints?

Complaints about food and beverage advertisements topped the product category list in 2019 (18.43 per cent) of all complaints which is generally the case due to the high volume of food and beverage advertising which attracts proportionately more complaints.

What's notable in 2019 is the drop in complaints about gambling to 4.67 percent, from 23.12 per cent in 2018 and the number one concern. This could be due to increased compliance with the Codes as advertisers understand that knowledge of the Codes is key to good advertising. Other possibilities are that these advertisers have found other ways to promote their products where people are less likely to complain.

The second most complained about product category in 2019 was lingerie at 11.79 per cent which increased over 4 per cent from 2018 (7.28 per cent). Complaints about lingerie advertising are progressively increasing each year and largely relate to the one advertiser.

Community concerns about entertainment advertising were a close third place in 2019, increasing by just over 2 per cent to 11.30 per cent. This can largely be attributed to community concerns about violent content in horror movie ads on free-to-air TV. The figure is likely to drop in 2020 following the change to ClearAds classification of horror movie ads to better align with community views.

Most complaints by category 2019



FOOD & BEVERAGES

18.43%



LINGERIE

11.79%



ENTERTAINMENT

11.30%



HOUSE GOODS/SERVICES

5.90%



5.90%
Vehicles



4.67%
Community awareness



4.67%
Gambling



4.42%
Clothing



4.42%
Sex industry



3.69%
Travel



2.95%
Health products



2.70%
Automotive



2.70%
Insurance



2.46%
Alcohol



2.21%
Finance/investment



2.21%
Professional services



2.21%
Retail



1.23%
Telecommunications



0.98%
Real estate



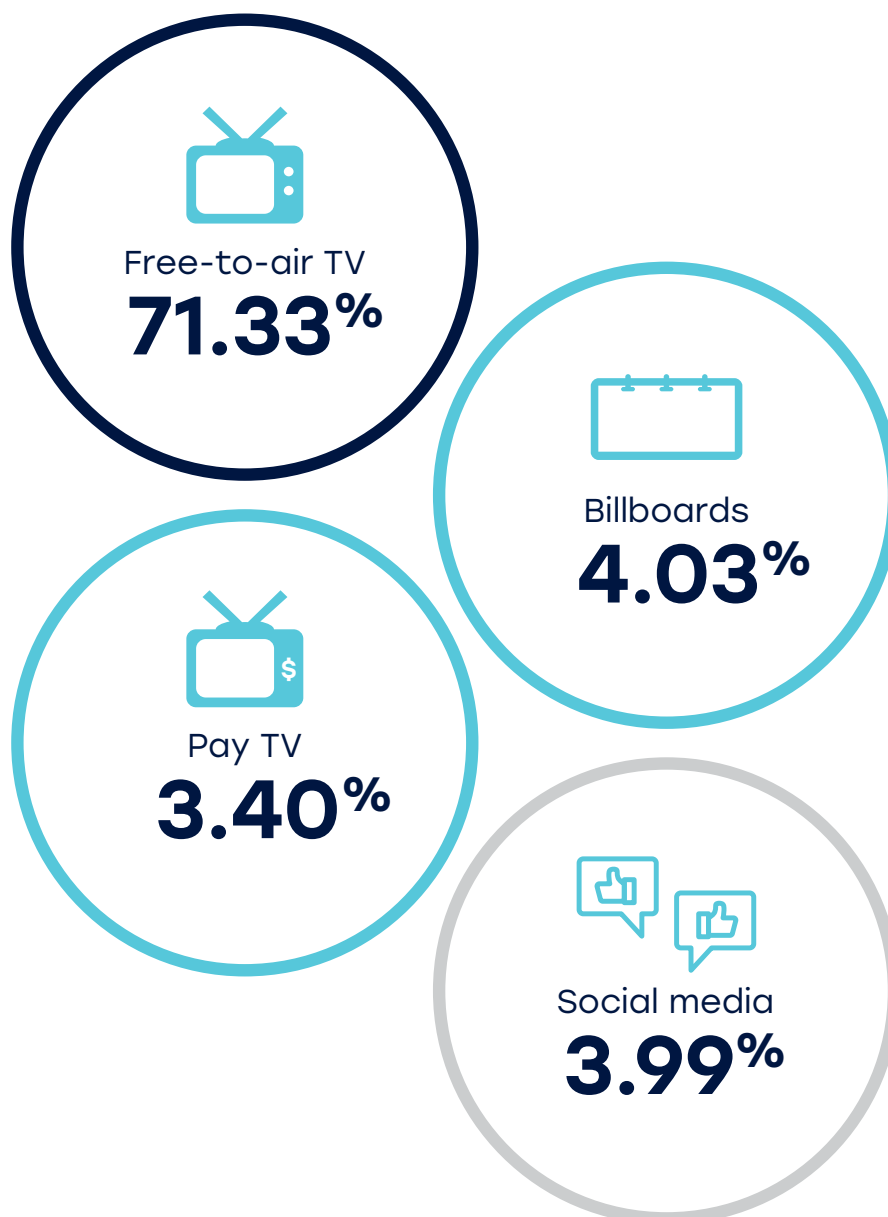
0.98%
Toiletries

Which media attracted complaints?

The majority of complaints in 2019 were again about advertisements shown on free-to-air television (71.33 per cent), which dropped 5 per cent from 2018 (76.39 per cent). In 2019, eight out of the 10 most complained about ads of the year were all broadcast on free-to-air television.

These figures are consistent with the last five years where the average for complaints about advertisements on free-to-air television has been over 70 per cent.

The second most complained about media was again billboards (4.03 per cent) which was slightly less than 2018 levels (4.26 per cent). In 2019 there was a slight increase in complaints about ads seen on social media which came in third for the year at 3.99 per cent. Concerns about ads seen on Pay TV at 3.4 per cent remained at about the same level as the previous year.



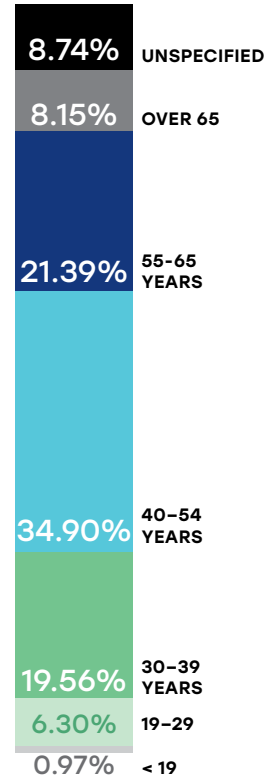
Community profile: where are complaints coming from?

What age are complainants?

The ages of complainants have been similar since 2008 when data first started to be collated. While the allocation varies from 2018, the top three age groups remain the same:

1. People aged 40 to 54 years contribute the highest number of all complaints at 34.90 per cent.
2. People aged 55 to 65 years account for 21.39 per cent of complaints.
3. People aged 30 to 39 years account for 19.56 per cent of complaints.

People aged over 65 contribute 8.15 per cent of all complaints, while the younger demographic of people aged 19 to 29 years also actively participate in the advertising complaints adjudication system and in 2019 accounted for 6.30 per cent. Just under one per cent of complaints were from people aged under 19.

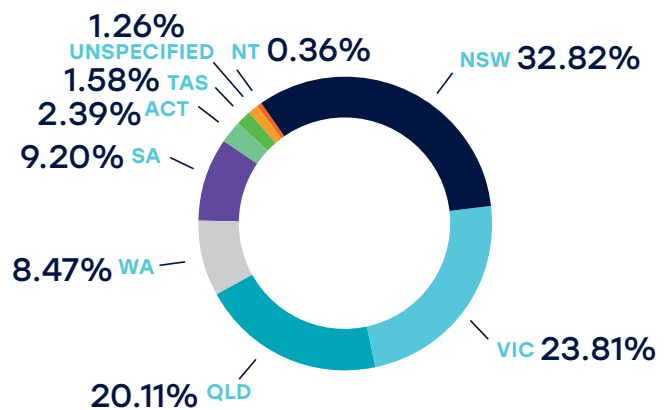


Where do people live?

The percentage of complaints received from most States and Territories remained consistent with previous years and are generally in line with national demographic trends.

As with previous years, the most populous state, New South Wales, topped the percentage of complaints received (32.82 per cent). Complaints from Victoria increased marginally (23.81 per cent), while complaints from Queensland dropped about four per cent (20.11 per cent).

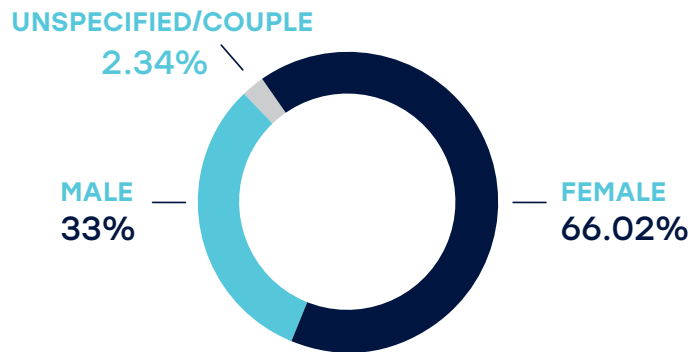
Complaints received from the other States included Western Australia (8.47 per cent), South Australia (9.20 per cent), the ACT (2.39 per cent), Tasmania (1.58 per cent), and the Northern Territory (0.36 per cent).



Who is complaining?

In 2019 females were again more likely to complain than males, with 66 per cent of complaints coming from females. This is slightly higher than in 2018 at 64.01 per cent.

The percentage of complaints from males (31.64 per cent) is marginally lower than the previous year (33.36 per cent). A small percentage of people chose to identify as unspecified or as a couple.



How do people complain?

The number of people lodging their complaints online in 2019 remained high, with 91.49 per cent of complaints made via Ad Standards' online complaints system. Postal submissions and complaints forwarded from other bodies accounted for the remaining 7.31 per cent. Just over 1 per cent submitted by fax.



Measuring our impact

These tables show key statistics over the last five years (2015 to 2019). Data collated prior to 2015 (from 1998 to 2014) is available on the Ad Standards website.

ALLOCATION OF COMPLAINTS (No., by complaint)

	2015	2016	2017	2018	2019
Complaints within jurisdiction	1591	3134	3035	2708	2152
Complaints outside jurisdiction	1589	1322	1588	2121	1642
Complaints about already considered advertisements (current year)	601	578	1165	916	769
Complaints about already considered advertisements (previous years)	447	336	359	412	230
Consistently dismissed complaints	194	115	234	502	448
Not allocated at 31 December	8	44	91	37	0
TOTAL	4,430	5,529	6,472	6,696	5,241

COMMUNITY PANEL DETERMINATIONS (No., by advertisement)

	2015	2016	2017	2018	2019
Upheld	80	71	85	85	58
Dismissed	391	462	447	403	310
Withdrawn before Community Panel determination	30	43	29	43	39
Not proceeding to Community Panel	11	19	30	23	8
TOTAL	512	595	591	554	415

ISSUES ATTRACTING COMPLAINT (%)

	2015	2016	2017	2018	2019
Other	12.06%	1.52%	4.77%	3.72%	33.91%
AANA Section 2.4 - Sex, sexuality and nudity	27.32%	22.74%	14.59%	36.39%	16.37%
AANA Section 2.3 - Violence	11.80%	17.98%	12.57%	26.58%	15.78%
AANA Section 2.1 - Discrimination or vilification	15.76%	27.23%	18.34%	8.66%	13.08%
AANA Section 2.2 - Exploitative or degrading	4.60%	12.30%	9.06%	5.87%	5.96%
AANA Section 2.5 - Language	14.01%	11.45%	18.79%	7.09%	5.82%
AANA Section 2.6 - Health and safety	10.46%	5.36%	12.55%	4.83%	5.25%
AANA Food and Beverages Code	0.76%	0.56%	0.97%	1.13%	1.56%
FCAI Code	2.56%	0.29%	0.60%	1.04%	0.85%
AANA Environmental Code	0.15%	0.03%	0.05%	0.05%	0.34%
AANA Wagering Code	-	0.26%	6.66%	3.35%	0.31%
AFGC Quick Service Restaurant Resp Childrens Marketing Initiative (QSRI)	0.17%	0.03%	0.20%	0.32%	0.26%
AANA Advertising to Children Code	0.23%	0.17%	0.52%	0.50%	0.20%
AFGC Responsible Childrens Marketing Initiative (RCMI)	0.12%	0.09%	0.11%	0.07%	0.17%
AANA Section 2.7 - Distinguishable advertising		0.00%	0.22%	0.41%	0.14%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

PRODUCT CATEGORY ATTRACTING COMPLAINT (%)

	2015	2016	2017	2018	2019
Food and beverages	12.67%	26.26%	24.01%	10.72%	18.43%
Lingerie	3.00%	3.74%	5.14%	7.28%	11.79%
Entertainment	7.27%	5.31%	5.09%	8.96%	11.30%
House goods/services	4.13%	2.13%	2.30%	1.50%	5.90%
Vehicles	14.26%	2.02%	1.86%	1.84%	5.90%
Community awareness	5.86%	3.58%	2.97%	3.57%	4.67%
Gambling	6.54%	1.54%	18.31%	23.12%	4.67%
Clothing	1.77%	1.75%	1.30%	1.52%	4.42%
Sex industry	1.18%	2.56%	1.51%	1.60%	4.42%
Travel	1.32%	0.83%	0.44%	1.86%	3.69%
Health products	2.09%	0.40%	0.84%	2.50%	2.95%
Automotive	0.59%	23.54%	12.71%	4.18%	2.70%
Insurance	4.41%	4.34%	4.72%	19.91%	2.70%
Alcohol	0.73%	1.75%	0.30%	0.79%	2.46%
Finance/investment	3.09%	3.04%	3.72%	1.71%	2.21%
Professional services	10.67%	1.19%	0.84%	0.81%	2.21%
Retail	2.18%	0.54%	1.42%	0.45%	2.21%
Telecommunications	0.00%	0.13%	0.35%	0.11%	1.23%
Real estate	0.23%	0.19%	0.21%	0.84%	0.98%
Toiletries	14.62%	1.24%	0.00%	1.55%	0.98%
Leisure and sport	0.45%	12.15%	8.41%	4.41%	0.74%
Slimming	0.23%	0.08%	0.07%	0.00%	0.74%
Beauty salon	0.14%	0.03%	0.07%	0.08%	0.49%
Hardware/machinery	0.41%	0.54%	0.14%	0.18%	0.49%
Media	0.00%	0.22%	0.12%	0.08%	0.49%
Education	0.05%	0.13%	0.02%	0.13%	0.25%
Information technology	0.23%	0.08%	0.07%	0.08%	0.25%
Mobile phone/SMS	0.09%	0.11%	0.05%	0.16%	0.25%
Other	0.68%	0.00%	0.09%	0.03%	0.25%
Toys and games	0.23%	0.22%	0.23%	0.05%	0.25%
Bars and clubs	0.77%	0.22%	0.02%	0.00%	0.00%
Employment	0.14%	0.13%	0.02%	0.00%	0.00%
Office goods/services	0.00%	0.03%	0.00%	0.00%	0.00%
Religion/beliefs	0.00%	0.00%	0.02%	0.00%	0.00%
Restaurants	0.00%	0.00%	0.00%	0.00%	0.00%
Tourist attractions	0.00%	0.00%	2.63%	0.00%	0.00%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

ANALYSIS OF COMPLAINTS BY MEDIA (%)

	2015	2016	2017	2018	2019
TV - Free-to-air	71.86%	70.34%	79.06%	76.39%	71.33%
Billboard	3.12%	3.24%	2.28%	4.26%	4.03%
Internet - social media	1.99%	4.55%	2.49%	2.61%	3.99%
TV - Pay	5.15%	3.48%	3.81%	3.02%	3.40%
Poster	2.43%	3.85%	4.62%	2.76%	2.82%
Radio	3.23%	2.37%	1.37%	1.67%	2.43%
Transport	2.70%	1.58%	1.12%	1.85%	2.05%
TV - On demand				0.99%	1.79%
Internet	3.67%	6.90%	2.93%	2.15%	1.67%
Promotional material				0.94%	1.62%
Outdoor	1.02%	0.47%	0.33%	0.60%	1.26%
Other	2.63%	1.17%	0.95%	3.46%	1.24%
Print	1.46%	1.09%	0.51%	0.49%	0.78%
TV - out of home				0.34%	0.65%
Email				0.43%	0.36%
Cinema	0.31%	0.57%	0.12%	0.40%	0.34%
Mail	0.44%	0.39%	0.42%	0.33%	0.23%
TOTAL	100.00%	100.00%	100.00%	102.70%	100.00%

ANALYSIS OF CASES BY MEDIA (%) *

	2015	2016	2017	2018	2019
TV - Free-to-air	42.71%	40.45%	42.96%	38.81%	42.26%
Poster	5.99%	7.99%	5.88%	10.55%	10.81%
Internet - social media	3.59%	7.64%	5.88%	7.71%	8.60%
Billboard - static	6.99%	5.90%	7.13%	5.46%	6.14%
Radio	6.59%	7.81%	7.31%	6.59%	5.90%
Transport	6.59%	4.34%	4.99%	7.16%	5.90%
Outdoor	2.40%	1.56%	1.43%	2.26%	3.44%
TV - Pay	8.38%	7.47%	7.66%	4.90%	3.44%
TV - On demand	1.00%	0.69%	1.07%	2.07%	3.19%
Internet	6.39%	7.47%	7.84%	5.84%	2.46%
Print	4.39%	2.26%	2.67%	2.45%	1.97%
TV - Out of Home	0.40%	1.04%	0.53%	1.13%	1.97%
App	0.60%	0.00%	0.71%	0.56%	1.72%
Email	-	1.22%	1.96%	1.69%	0.98%
Cinema	0.80%	2.08%	0.89%	1.13%	0.74%
Billboard - mobile	0.80%	0.17%	0.00%	0.19%	0.25%
SMS	0.00%	0.00%	0.18%	0.00%	0.25%
Flying banner	0.00%	0.00%	0.00%	0.00%	0.00%
Mail	1.40%	1.39%	0.71%	0.38%	0.00%
Promo material	1.00%	0.52%	0.18%	1.13%	0.00%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

* This table relates to individual cases, not complaints

CONSISTENTLY DISMISSED COMPLAINTS (No.)

	2015	2016	2017	2018	2019
Unlikely interpretation	87	47	57	134	129
Consistently dismissed language	2	10	91	110	103
Consistently dismissed issue	60	29	26	158	83
Stereotypical depictions	-	3	4	17	33
Lingerie advertising			0	0	29
Not of concern to broad community	22	9	4	23	22
Incorrect about content	13	5	11	15	18
Multicultural community	2	8	19	13	15
Same advertisement different media	-	-	12	21	6
Images of food	4	2	5	4	6
Product name	1	1	2	7	4
Consistently dismissed - MLA	0	1	3	0	0
Food/beverage logos	3	0	0	0	0
TOTAL	102	58	86	258	448

REASON COMPLAINT DID NOT PROCEED TO A CASE (No.)

	2015	2016	2017	2018	2019
Tasteless advertising	16	12	2	198	244
Not S2 - general	46	19	82	89	142
Not S2 - disagree with content	187	218	189	130	140
Misleading, truth and accuracy (not food)	136	118	116	156	131
Gambling product - timing TV	85	150	201	238	126
Social issues	499	78	39	0	114
Not an ad - general	26	34	52	60	80
Not S2 - ABAC	49	60	43	84	72
Timing - TV	39	36	17	51	63
Insufficient information to identify ad - general	55	85	69	91	58
Not S2 - inappropriate behaviour	8	11	10	79	50
Not S2 - unfortunate placement - horror movies	0	0	0	0	47
Not S2 - dislike advertising	8	4	7	28	36
Product or service - general	71	36	31	75	33
Legality	13	21	20	35	31
Not S2 - not discrimination	5	19	18	28	31
Not S2 - personal issue	55	38	27	39	23
Promotion TV and radio	32	27	19	45	21
Dislike of Advertising - Lingerie products	0	0	0	0	18
Too many ads	6	12	20	5	18
Therapeutic Goods	12	13	5	14	14
Ad Standards (ASB) complainant dissatisfied	4	22	9	10	13
Overseas complaint	3	8	7	14	12
Loud ads	4	14	3	3	9
Business practices unethical	5	2	2	6	8
Not S2 - not Wagering Code		1	0	8	8
Wicked Campers - need for detailed information	29	17	2	11	8
Gambling during live sport	0	0	0	0	7
Motor vehicle - RHS road	0	0	2	4	7

	2015	2016	2017	2018	2019
Not S2 - ACMA	9	12	16	3	7
Ad not broadcast in Australia	6	12	14	16	6
Not S2-Predominantly men or women	0	0	0	0	6
Programming and content	11	16	7	287	6
Unsolicited mail and products	5	8	4	10	6
Insufficient information to identify ad - Honey Birdette	0	0	0	0	5
Not S2 - unfortunate placement	2	4	5	5	4
Not S2 - use of a personality	0	12	3	7	4
Not S2 - use of Children	2	0	0	9	4
Subliminal advertising	2	2	8	4	4
Withdrawn - complainant	0	0	2	5	4
Dissatisfied - Ad Standards/ASB ineffective enforcement	0	0	0	0	3
Not an ad - food packaging	6	3	0	3	3
Advertisement withdrawn/discontinued before case established	34	18	50	42	2
Editorial	8	10	8	10	2
Not S2 - ADMA	0	2	0	4	2
Not S2 - freedom of speech	50	91	35	11	2
Timing - cinema	0	4	2	5	2
Gambling odds in commentary	0	1	3	0	1
Not S2 - grammar in advertisements	5	4	2	3	1
Not S2 - Unfortunate Placement -YouTube	0	0	0	0	1
Product or service - food	2	1	1	0	1
Prohibited online content	2	0	1	0	1
RCMI - not an ad in media	0	1	0	0	1
Ad Standards/ASB - not pre-screening body	0	1	0	0	0
Ad Standards/ASB Industry Jury/Claims Board competitor	3	7	1	0	0
Ad Standards/ASB public awareness campaign	0	0	0	0	0
Community Service Announcement (CSA)	0	0	0	0	0
Competition coupons	0	0	1	0	0
Dislike of advertising - AMI radio ads	16	18	3	1	0
Dislike of advertising - AMI TV ads	15	1	0	0	0
Insufficient information to identify ad - adult content	0	0	0	0	0
Misleading country of origin	0	0	0	0	0
Not an ad - other social media	1	0	0	0	0
Not an ad - Point of sale	1	0	0	0	0
Not an ad - signage on premises	0	0	0	0	0
Not S2 - e-cigarettes	1	0	0	0	0
Outside Charter - political - same sex marriage	0	0	390	0	0
Overseas website with no Australian connection	1	1	1	0	0
Political advertising	15	29	9	188	0
Product or service - on radio		2	1	2	0
Timing - radio broadcast	4	0	2	1	0
Tobacco advertising	1	1	3	2	0
Weight management	1	0	0	0	0
Wicked Campers - dislike of advertising	4	6	0	2	0
TOTAL	1584	1310	1564	2121	1642

AGE RANGE OF COMPLAINANTS (%)

	2015	2016	2017	2018	2019
40 - 54	30.77%	31.54%	34.64%	30.76%	34.90%
55 - 65	14.63%	21.11%	23.69%	28.69%	21.39%
30 - 39	20.67%	21.38%	19.69%	17.17%	19.56%
> 65	5.35%	5.02%	5.70%	7.74%	8.15%
Unspecified	11.60%	6.02%	6.55%	7.50%	8.74%
19 - 29	14.88%	13.22%	8.31%	6.93%	6.30%
< 19	2.10%	1.72%	1.42%	1.21%	0.97%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

GEOGRAPHIC SOURCE OF COMPLAINTS (%)

	2015	2016	2017	2018	2019
NSW	30.00%	30.60%	31.13%	33.17%	32.82%
VIC	25.64%	26.46%	28.14%	23.42%	23.81%
QLD	19.12%	19.62%	19.67%	24.73%	20.11%
WA	10.94%	10.77%	8.76%	7.50%	8.47%
SA	8.95%	6.61%	7.56%	7.39%	9.20%
ACT	1.88%	2.83%	2.01%	1.93%	2.39%
TAS	2.39%	2.06%	1.84%	1.15%	1.58%
Unspecified	0.24%	0.61%	0.45%	0.51%	1.26%
NT	0.84%	0.43%	0.45%	0.21%	0.36%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

GENDER OF COMPLAINANTS (%)

	2015	2016	2017	2018	2019
Female	63.73%	68.80%	63.81%	64.01%	66.02%
Male	35.04%	29.49%	34.29%	33.36%	31.64%
Couple	0.53%	1.36%	1.61%	1.09%	1.37%
Unspecified	0.71%	0.34%	0.29%	1.54%	0.97%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

METHOD OF COMPLAINT (%)

	2015	2016	2017	2018	2019
Online	88.13%	93.91%	93.42%	92.16%	91.49%
Post	11.83%	6.09%	6.58%	7.41%	7.31%
Fax	0.04%	0.00%	0.00%	0.43%	1.20%
TOTAL	100.00%	100.00%	100.00%	100.00%	100.00%

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