

Applying the AANA Code of Ethics

The AANA Code of Ethics is designed to ensure that ads align with community standards.

Ask yourself these questions about your ad

Who's going to see your ad?



Will it be seen by a **broad audience**?

Mediums like TV, radio, billboards, shop windows, newspapers, flyers, are likely to be seen by a broad audience.



Is it for a **targeted audience**?

Targeted mediums include social media, email, locations with restricted access, etc.



Consider suitability for children when designing ads for a broad audience.



Ads with a targeted or restricted audience can be edgier, but still need to comply with the Code.

Does your ad contain swear words?

"That's a bloody good bargain!"

VS

"F**king big sale this weekend!"



Consider suitability for children when designing ads for a broad audience. There are certain words and terms, like the 'f' and 'c' word, that are highly likely to breach the Code.

Could people think your ad is discriminating against, or humiliating someone?

"Women don't know how to fix cars."

"Sorry, mate, I can't understand your accent."



Consider if your ad says (or implies) something that discriminates based on gender, race, ethnicity, nationality, age, sexual preference, religion, disability, mental illness or political belief.

Does your ad contain images of nudity, sex or sexuality?

Relevant to the product

A model in a bikini in a swimwear ad.

Not relevant to the product

A model in lingerie in a motor vehicle ad.



Consider if the imagery is relevant to the product being advertised. Consider if the model looks confident and in control, or if they look objectified or as if they are owned by someone else. Sexualised images of a child, or anyone who appears to be a child, are never allowed.

Does your ad show violence or the consequences of violence?

Relevant to the product

An ad for a movie or video game, which features violent scenes.

Not relevant to the product

A fast food ad that shows people in a fist fight.



Consider if the violence is relevant to the product and suitable for the audience. Take care if showing graphic violence in ads that may be seen by children.

Does your ad show unsafe or unhealthy behaviour?

Unsafe

Riding down the street in a wheelie bin.

Unhealthy

Smoking. Drug use. Models who look too thin.



Consider if your ad encourages or condones the behaviour. Some unsafe or unhealthy behaviours can be shown in the context of a community safety message.

Are ads for this product also regulated under another advertising code?

- [AANA Food and Beverages Code](#)
- [AANA Children's Advertising Code](#)
- [AANA Environmental Claims Code](#)
- [AANA Wagering Advertising Code](#)
- [FCAI Code \(for motor vehicles\)](#)



Check the relevant [Code and Practice Note](#) for additional guidance.