



Case Study

Discrimination or
vilification



Case study

Discrimination or vilification - Section 2.1 of the AANA Code of Ethics

What did the ad include?

This advertisement for a retail store featured a cartoon image of a man in a straitjacket and the text "Over 100 mental daily deals".

It was emailed to subscribers of the brand.



This ad has been recreated for training purposes.

What did the complainant say?

“The image and language is insensitive and hurtful. It depicts those with mental health issues in a derogatory way. Mental health is not a joke.”

What did the advertiser say?

“The depiction of mental health in the ad is exaggerated and meant to be humorous, without intending to discriminate or spread hatred. Most people wouldn't see it as offensive or discriminatory towards those with disabilities or mental illnesses. Additionally, since the ad was sent via email, people who find it offensive can choose to unsubscribe.”

What did the Community Panel say?

The Community Panel noted that the word ‘mental’ and the image of the person in the straitjacket relied on negative stereotypes of mentally ill people being out-of-control and requiring restraint. The Panel considered that this negative stereotype was an example of the stigma associated with mental illness that is a problem in the Australian community and found that the advertisement did breach Section 2.1 of the Code.

More information



[Ad Standards discrimination or vilification webpage](#)



[Read full case report \(0334-18\)](#)

