



Case Study

Language



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Language - Section 2.5 of the AANA Code of Ethics

What did the ad include?

This poster advertisement reads "The Fucking Huge Sale". The "uc" in "fucking" is covered by a "Censored" emblem that looks like a sticker.

It was displayed in the window of a store within a shopping centre.

This ad has been recreated for training purposes.



What did the complainant say?

"I am offended by the inference of coarse language in the poster in full view in a shop window. This is not appropriate. "

What did the advertiser say?

"While it is definitely not our intention to offend any of our customers, the brand is fun and quirky with a wide range of products to capture various types of humour. Our slogans are intended to be fun, in jest, and perhaps a little cheeky. In any event, we do not consider there is any strong or obscene language."

The advertiser also provided information about their target audience (18-35).

What did the Community Panel say?

The Panel considered that the language used in the advertisement is strong and is not appropriate for a broad audience and determined that the advertisement did breach Section 2.5 of the Code. It is worth noting that the same creative was used in an email and was found not in breach of the Code because the audience was targeted.

More information



[Ad Standards Language webpage](#)



Read full case reports (0334-18) and (0337-18).