

Case Report

1. Case Number :	0106-25
2. Advertiser :	KAAIAA
3. Product :	Slimming
4. Type of Advertisement/Media :	Poster
5. Date of Decision:	21-May-2025
6. Decision:	Dismissed

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification
AANA Code of Ethics\2.5 Language

DESCRIPTION OF ADVERTISEMENT

This poster advertisement features three versions. Each version has an age and a phrase followed by the text “Women over 40, this is for you. KAAIAA. A fitness program that actually works. Built BY women FOR women.” The phrases are:

- 44, ass on the floor?
- 46, menopause a bitch?
- 53, saggy knees?



THE COMPLAINT

Comments which the complainant/s made regarding this advertisement included the following:

I am lodging this complaint in relation to the outdoor advertising campaign by the brand KAAIAA, which has recently been displayed across various locations in Sydney's eastern suburbs, including near public spaces like Centennial Park.

The advertisements feature crude, profane, and sexist language that I find deeply offensive and inappropriate, especially in public spaces frequented by families and children. Phrases such as "46 menopause a bitch," "44 ass on the floor," and "53, saggy knees?" are not only degrading and objectifying to women, but they also perpetuate negative and ageist stereotypes about the female body. The use of profanity and derogatory language in these ads is particularly concerning given their proximity to playgrounds, schools, and other family-oriented environments.

These messages are not only insensitive—they contribute to harmful narratives about women's aging and bodies, and undermine the broader social efforts to promote body positivity and respect. The location of these ads in high-traffic, family-friendly public areas adds an additional layer of inappropriateness, as children and young people are exposed to language and messages that are neither constructive nor respectful.

I believe this campaign breaches several sections of the AANA Code of Ethics, including those relating to discrimination, vilification, and the use of strong or obscene language in advertising. I respectfully request that these advertisements be reviewed and removed promptly.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complainant/s regarding this advertisement include the following:

Thank you for taking the time to email us regarding our most recent poster campaign. Whilst I am not a Marketing and Advertising Professional, I am indeed a mother of 2 and also a woman. I have been in the health and wellness industry for almost 20 years and at 48 years old, what I find most offensive is the lack of services and spaces specifically designed for women to have an open and frank conversation about what 51% of the population is inevitably going to experience.

Our campaign was based around actual responses from the hundreds of women that I am in constant communication with every single day and represents the top 3 pain points that they experience moving into perimenopause and beyond. Our women-only studio has provided a sanctuary for them to finally talk about the things that they want to, and our program offers them a solution that is specifically tailored for them. It empowers them to not feel embarrassed or ashamed about highlighting what can be a confusing time and connects them with a community who are all after the same thing; taking control back of their own health and (for once) being unapologetic about it.

Granted, our campaign was designed to garner attention (because, well, marketing and advertising) and it is one of many that we have run. It wasn't designed to offend or demean, rather it was a way for us to directly speak to a demographic of women who are silently thinking what we have simply stated, give them permission to acknowledge it, and offer them a solution. The response to our campaign has been overwhelmingly positive, with many women actually signing up based upon our frank and honest messaging. I dare say, that it will be covered up in a week or so with another campaign but honestly, in 2025, if we can't have a giggle at ourselves, then really, what do we have left?

I would like to add that this is the ONLY complaint we had about this campaign. I can send you dozens of positive responses we had with everyone that the campaign was directed at managing to find the humour in it. It was never meant to offend. We are a women-only studio that is in the business of supporting and celebrating the very demographic that the complainant thinks that we are demeaning.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether the versions collectively forming this advertisement breach Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement depicts discrimination and inappropriate language.

The Panel viewed the advertisement and noted the advertiser's response.

Section 2.1: Advertising shall not portray or depict material in a way which discriminates against or vilifies a person or section of the community on account of race, ethnicity, nationality, gender, age, sexual orientation, religion, disability, mental illness or political belief.

The Panel noted the Practice Note to Section 2.1 provides the following definitions:

- *Discrimination – unfair or less favourable treatment.*
- *Vilification – humiliates, intimidates, incites hatred, contempt or ridicule.*
- *Gender – refer to the attributes, roles, behaviours, activities, opportunities or restrictions that society considers appropriate for girls or boys, women or men. Gender is distinct from 'sex', which refers to biological differences*
- *Age – based on a person's actual age (i.e. from the date they were born) and not a person's biological age (i.e. how old they may appear)*

The Panel noted the Practice Note to Section 2.1 states:

“A negative depiction of a group of people in society may be found to breach Section 2.1, even if humour is used. The depiction will be regarded as a breach if a negative impression is created by the imagery and language used in the advertisement of a person or group of people on the basis of a defined attribute listed above. Advertisements can humorously or satirically suggest stereotypical aspects of a group of people in society provided the overall impression of the advertisement does not convey a negative impression of people of that group on the basis of one or more of the attributes listed above.”

The Panel considered that the advertisement specifically identified women over the age of 40 and considered whether it presented a negative depiction of this group.

The Panel considered that while the advertisement referenced some negative traits related to aging, it was done in a humorous and relatable manner designed to target people in that population, rather than demean or degrade women over 40. The Panel considered that the version of the advertisement which stated “46, menopause a bitch” was referring to the challenges of menopause itself, not as a derogatory label directed at women experiencing it. The Panel found that the advertisement used language and themes that the intended audience could recognise and connect with, as a way of capturing attention.

The Panel concluded that the advertisements did not lower women over 40 in character or quality, and the advertisements did not portray this population in a way which humiliates, intimidates, incites hatred, contempt or ridicule.

Section 2.1 conclusion

The Panel found that the advertisement did not breach Section 2.1 of the Code.

Section 2.5: Advertising shall only use language which is appropriate in the circumstances (including appropriate for the relevant audience and medium). Strong or obscene language shall be avoided.

The Panel noted the Practice Note for this section of the Code includes:

“Words and phrases which are innocuous and in widespread and common use in the Australian vernacular are permitted provided they are used in a manner consistent with their colloquial usage, for example with gentle humour, and not used in a demeaning or aggressive manner.”

There is a higher sensitivity in the community relating to the use of inappropriate language by children, even when it is not used in a demeaning or aggressive manner.”

The Panel noted that the advertisements were displayed outdoors and the relevant audience would be broad and would include children. The Panel therefore considered whether the posters which used the terms 'ass' and 'bitch' were appropriate for such a broad audience. The Panel considered the word 'ass' is commonly used to refer to buttocks, and its use in the ad is consistent with this meaning.

The Panel considered the phrase 'bitch' would likely be against community standards if used in an aggressive manner or directed at an individual. However, in this context, the Panel considered that the word was used to describe an experience as difficult or challenging. The Panel considered that this usage is consistent with common colloquial usage within Australian vernacular.

Overall, the Panel considered the language used was appropriate in the circumstances, and was not strong or obscene.

Section 2.5 conclusion

The Panel considered that the advertisement did not breach Section 2.5 of the Code.

Conclusion

Finding that the advertisement did not breach any other section of the Code the Panel dismissed the complaint.