

Case Report

1. Case Number :	0153-25
2. Advertiser :	Panel House
3. Product :	Automotive
4. Type of Advertisement/Media :	Internet - Social - TikTok
5. Date of Decision:	23-Jul-2025
6. Decision:	Upheld – Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.1 Discrimination or Vilification

AANA Code of Ethics\2.3 Violence

DESCRIPTION OF ADVERTISEMENT

This TikTok advertisement features a woman walking into a shop. A man says "Welcome to Panel House." The woman takes off her glasses and has dark makeup around her eyes meant to look like bruises.

She says "I need a headlight for my Ranger." The man says in a very slow voice "Do you need a left hand one or a right hand one?"

The woman says "Why are you talking so slowly?"

The man says "I just assumed you weren't very good at listening."



THE COMPLAINT

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

Makes joke about domestic violence

THE ADVERTISER'S RESPONSE

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

Advertiser did not provide a response.

THE DECISION

The Ad Standards Community Panel (the Panel) considered whether this advertisement breaches Section 2 of the AANA Code of Ethics (the Code).

The Panel noted the complainant's concern that the advertisement trivialises or undermines the seriousness of domestic violence

The Panel viewed the advertisement and noted the advertiser had not provided a 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*

The Panel noted the Practice Note to Section 2.1 states:

Advertising which shows members of a certain group as ridiculous, unintelligible or unable to recognise a dangerous situation incites ridicule towards their behaviour.

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 uses negative gender stereotypes by portraying women as victims of domestic violence and further implying that the woman is at fault (such as not listening) and is deserving of abuse.

The Panel found that the advertisement incites ridicule of victims of domestic violence and shows them as deserving unfair or less favourable treatment.

Section 2.1 conclusion

The Panel found that the advertisement did breach Section 2.1 of the Code.

Section 2.3: Advertising shall not present or portray violence unless it is justifiable in the context of the product or service advertised.

Does the advertisement contain violence?

The Panel noted the advertisement's depiction of the woman with two black eyes and the suggestion that she has been physically abused, was a reference to, and a depiction of the consequences of domestic violence.

The Panel considered that the advertisement does depict or suggest violence.

Is the violence justifiable in the context of the product or service advertised?

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

"Although the depiction of violence in an advertisement may be relevant to the story being told in the advertisement, any violence must also be justifiable in the context of the product being advertised, or else will be in breach of this section of the Code."

The Panel considered that the violence in the advertisement is not justifiable in the context of promoting auto parts.

Section 2.3 conclusion

The Panel concluded that the advertisement did breach Section 2.3 of the Code.

Conclusion

Finding that the advertisement breached Section 2.1 and 2.3 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DECISION

The advertiser has not provided a response to the upheld decision. The advertisement was referred to TikTok and has been removed.