

Case Report

1. Case Number :	0154-25
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

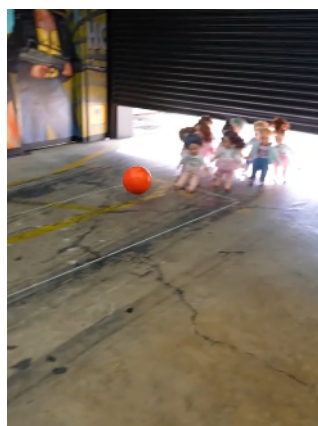
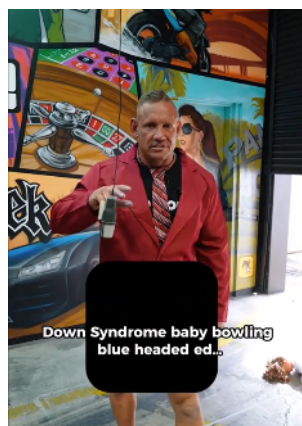
AANA Code of Ethics\2.1 Discrimination or Vilification

AANA Code of Ethics\2.3 Violence

AANA Code of Ethics\2.5 Language

DESCRIPTION OF ADVERTISEMENT

This TikTok advertisement features a man playing a game of ten pin bowling in a shed with dolls. He says "Welcome to the DSBBL - Down Syndrome baby bowling blue headed, fuck that off, blue haired edition bought to you by the lovely guys at Panel House. This week we got the blue headed edition round 1!" The man bowls a basketball at the dolls and knocks one over and says "Bye bitch." The caption for this post says "They'll have a field day with this one."



THE COMPLAINT

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

Depicts violence towards "Down Syndrome babies."

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 depicts violence towards people with a disability.

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.*
- *Disability – a current, past or potential physical, intellectual, psychiatric, or sensory illness, disease, disorder, malfunction, malformation, disfigurement or impairment, including mental illness*

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 dehumanises people with a disability by directly comparing them to bowling pins. The Panel considered the advertisement

portrays people with a disability as deserving of 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 that while the babies depicted in the advertisement are clearly toy dolls and no actual babies are harmed, the accompanying statements by the man explicitly indicate that the dolls are intended to represent babies with Down syndrome. The Panel considered that this promotes and condones violence against people with a disability.

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 was 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.

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:

“Advertisements which use the ‘f’ word in full will be seen to constitute strong and offensive language, even when the audience is restricted.”

The Panel considered that the man in the advertisement clearly says the word “fuck”. The Panel considered that while followers of this social media account may be unlikely to be offended by the strong language, TikTok videos are often served to people outside of direct followers. The Panel considered that the advertisement contained strong language which many members of the community would find inappropriate in advertising.

Section 2.5 conclusion

The Panel considered that the advertisement did breach Section 2.5 of the Code.

Conclusion

Finding that the advertisement breached Section 2.1, 2.3 and 2.5 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.