

Case Report

1. Case Number :	0199-25
2. Advertiser :	Mister Zimi
3. Product :	Clothing
4. Type of Advertisement/Media :	Facebook
5. Date of Decision:	17-Sep-2025
6. Decision:	Upheld – Modified or Discontinued

ISSUES RAISED

AANA Code of Ethics\2.6 Health and Safety

DESCRIPTION OF ADVERTISEMENT

This sponsored Facebook advertisement features a woman riding a bicycle and applying lipstick. You then see the woman riding the bicycle drinking a drink and holding a handbag. The text "On my way to the Mister Zimi sale, up to 50% off" is also featured on the video.

The caption says "The best styles go fast 🚴 Shop up to 50% off selected styles, from distinctive prints to bold colours, they're destined to become favourites in your wardrobe."



THE COMPLAINT

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

The advertisement shows a woman riding a bicycle without a helmet while picking up coffee and going to a sale.

Given that this brand is one many young women aspire to, I was concerned about this risks influencing them to view unsafe cycling as acceptable.

This is inconsistent with advertising standards that expect responsible depictions of role models and safe practices.

THE ADVERTISER'S RESPONSE

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

I believe it's of a girl riding a bike without a helmet. This is a creator ad based in Europe, however I understand that our rules differ here when it comes to road safety.

Confirming the ad is scheduled to be removed COB today.

We won't be using this asset again.

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 an unsafe behaviour.

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

Section 2.6: Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

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

"Images of unsafe driving, bike riding without helmets or not wearing a seatbelt while driving a motor vehicle are likely to be contrary to prevailing community standards relating to health and safety irrespective of whether

such depictions are for the product/service being advertised or are incidental to the product.”

The Panel considered that community standards in Australia are that helmets should be worn when riding bicycles, particularly when on the road. The Panel noted the advertisement was filmed overseas, however considered that the product was being advertised to Australians and should be consistent with Australian community standards.

The Panel considered that the woman not wearing a helmet and undertaking distracting behaviours like putting on lipstick and drinking coffee while riding is contrary to Prevailing Community Standards on health and safety.

Section 2.6 conclusion

The Panel considered that the advertisement did breach Section 2.6 of the Code.

Conclusion

Finding that the advertisement breached Section 2.6 of the Code the Panel upheld the complaint.

THE ADVERTISER'S RESPONSE TO DECISION

The advertiser has stated that the advertisement has been removed and won't be used again.