

## Case Report

<b>1. Case Number :</b>	0202-25
<b>2. Advertiser :</b>	Ghanda Clothing
<b>3. Product :</b>	Clothing
<b>4. Type of Advertisement/Media :</b>	Email
<b>5. Date of Decision:</b>	17-Sep-2025
<b>6. Decision:</b>	Dismissed

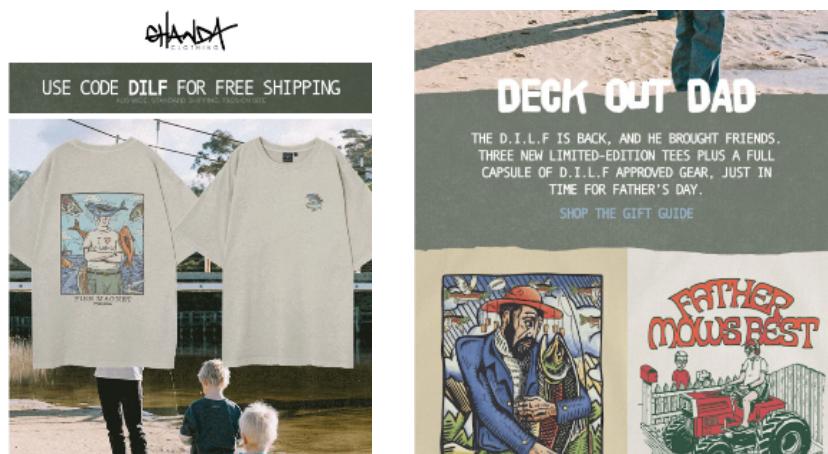
### ISSUES RAISED

AANA Code of Ethics\2.4 Sex/sexuality/nudity  
 AANA Code of Ethics\2.5 Language

### DESCRIPTION OF ADVERTISEMENT

This email advertisement features the subject line, "For that special DILF in your life".

The email features images of the products and includes the text, "Use Code DILF for free shipping", "Deck out Dad. The D.I.L.F is back, and he brought friends. Three new limited-edition tees plus a full capsule of D.I.L.F approved gear, just in time for Father's Day.", and "For the D.I.L.F's Deck out Dad with our top picks from the Damn, I love Fishin' Collection".



### THE COMPLAINT

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

*Use of the acronym DILF in their email advertising. Its meaning is 'dads I'd like to f\*\*k'. They have applied a different meaning but it is not clearly apparent until later in the ad. I find this offensive, I would not buy a t-shirt for my dad with this on it. I think they thought it was funny but didn't really think about the issue of incest.*

## THE ADVERTISER'S RESPONSE

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

*We run a range of apparel within our "Damn I Love Fishing" capsule for Fathers Day. The best selling t-shirt has the acronym "DILF" which stands for and is followed by the line "Damn I Love Fishing".*

*The email in question was sent to our subscriber list to promote this capsule for Fathers Day. There are no references to incest as suggested in the complaint and the images within the email depict wholesome father son activities while our model is wearing our "Damn I Love Fishing" capsule tees.*

*Happy to provide further information or take on any feedback regarding this email if needed.*

## 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 inappropriate language and contains content that is inappropriate for father's day.

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

### **Section 2.4: Advertising shall treat sex, sexuality and nudity with sensitivity to the relevant audience.**

#### Does the advertisement contain sex?

The Panel considered whether the advertisement contained a depiction of sex. The Panel noted the definition of sex in the Practice Note is "sexual intercourse; person or persons engaged in sexually stimulating behaviour".

The Panel noted that while the acronym "DILF" is commonly understood to mean "Dad I'd like to fuck", that is not the intended meaning in this ad. The Panel considered that there are no depictions of, or references to sex in the advertisement.

### Does the advertisement contain sexuality?

The Panel noted the definition of sexuality in the Practice Note is “the capacity to experience and express sexual desire; the recognition or emphasis of sexual matters”.

The Panel considered that there are no sexual images or wording in the ad, and that the ad does not contain sexuality.

### Does the advertisement contain nudity?

The Panel noted that the definition of nudity in the Practice Note is “the depiction of a person without clothing or covering; partial or suggested nudity may also be considered nudity”.

The Panel considered that all the people depicted in the ad, and the advertisement did not contain nudity.

### **Section 2.4 conclusion**

The Panel found that the advertisement did not contain sex, sexuality or nudity and did not breach Section 2.4 of the Code.

### Section 2.5

#### **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.*

*Advertising which uses rhyming words, or similar words to strong language, will not be seen to be strong or obscene when used in a light-hearted and humorous manner.”*

The Panel noted that while the acronym “DILF” is commonly understood to mean “Dad I’d like to fuck”, that is not the intended meaning in this ad. The Panel considered that the advertisement was sent to subscribers of the brand who would understand this to stand for “Damn, I love Fishin”.

The Panel considered that while some members of the community may find the use of the acronym in poor taste, it did not constitute strong or obscene language and was appropriate to the circumstances.

### **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.