

Case Report

Case number: 0243-25
Advertiser: DiDi
Medium: Radio
Decision date: 22-Oct-2025
Decision: Breach
Action: Ad not removed

ISSUES CONSIDERED BY THE COMMUNITY PANEL

- AANA Code of Ethics - 2.6 Health and Safety - breach

AD DESCRIPTION

This radio advertisement features a voice-over saying 'Yes I Didi, loud and proud, churn it out. Yes, that's it, yes, I have hot chips and six middies for dinner. And yes, I kick on after kick to kick. Say yes to cheap trips so you can do more. Say yes I Didi.'

SUMMARY

Complaint

A complaint was received on the grounds that drinking six middies is an excessive amount of alcohol consumption. It is irresponsible for a company to promote its services in this manner.

Advertiser response

The advertiser has not provided a response.

Decisions

The Panel found that the ad was in breach of section 2.6 of the AANA Code of Ethics as the ad depicted behaviour that was contrary to prevailing community standards on health and safety.

ASSESSMENT AND DECISIONS

Section 2.6 (Code of Ethics): Advertising shall not depict material contrary to Prevailing Community Standards on health and safety.

The Practice Note states:

Section 2.6 requires that advertising must not depict content that would encourage or condone unhealthy or unsafe behaviour having regard to Prevailing Community Standards.

This rule is not intended to prevent advertisers from depicting unsafe behaviour as a means to demonstrate potential negative effects, such as an advertisement for road safety depicting someone driving in a car after drinking alcohol.

Panel assessment

The Panel considered that a 'middie' is likely to be understood to reference a 'mid-size' serving of beer, or a 'mid-strength' beer. The Panel also considered that the Australian Alcohol Guidelines published by the Australian Department of Health, Disability and Ageing recommend no more than 4 standard drinks on any one day. The Panel considered that a 'middie' can reasonably be expected to constitute a standard drink.

The Panel noted that the ad features a character having 'six middies', which is more than the recommended level of consumption.

The Panel considered that using services such as those provided by the advertiser would be considered responsible when drinking. However, the Panel considered that the ad did not present the advertiser's services in the context of a solution to excessive drinking as much as it created an impression that excessive drinking is acceptable, because services like those provided by the advertiser exist.

The Panel considered that prevailing community standards would likely expect advertisers to encourage less alcohol consumption. The Panel considered that this ad presented having six middies for dinner and then 'kicking on ...' in a way that implies drinking more is acceptable. The Panel considered that the ad was not used to demonstrate the potential negative effects of excessive drinking.

Panel decision

The Panel found that the ad did breach Section 2.6 of the AANA Code of Ethics.

OTHER CONSIDERATIONS

The Panel found that the ad did not breach any other section of the advertising codes.

ACTION

The advertiser has not provided a response to the decision. Ad Standards reported the breach to the radio network.