Case Report

Case number: 0106-26
Advertiser: White Fox Boutique
Medium: TikTok
Decision date: 29-Apr-2026
Decision: Breach
Action: Ad removed

ISSUES CONSIDERED BY THE COMMUNITY PANEL

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

AD DESCRIPTION

This TikTok ad features several women voicing their mission for the day at the festival house. Comments include:

- 'My mission is to get Chloe as drunk as possible.'
- 'My mission for the day is to have as many tequila shots as possible, and force Sammy to have as many tequila shots as possible.'
- 'My mission of the day is not to throw up when Sophie makes me have as many tequila shots as possible.'





SUMMARY

Complaint

A complaint was received on the grounds that the ad shows influencers encouraging heavy drinking and getting each other drunk. Given that the advertiser's brand is well-known and loved by teenagers, this is inappropriate.

Advertiser response

The advertiser did not provide a response to this complaint.

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 encouraged unhealthy or unsafe behaviour.

ASSESSMENT AND DECISIONS

Section 2.6 (AANA Code of Ethics): Advertising or Marketing Communications 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.

Panel assessment

The Panel considered that excessive drinking is commonly acknowledged to be contrary to prevailing community standards. The Panel further considered that the ad featured repeated references to getting as drunk as possible, consuming multiple tequila shots, and vomiting, which were considered to normalise excessive alcohol consumption.

The Panel considered that that the advertiser has a strong youth audience and brand appeal. The Panel acknowledged that this ad was published as social media content, which meant that one could assume that viewers are likely over the age of 16. However, the Panel noted that the legal drinking age in Australia was 18 years, meaning that there was a strong likelihood that this ad could still be viewed by followers under 18.

The Panel considered that the ad actively condonation and encouraged getting drunk, which would likely be considered to be unhealthy or unsafe by prevailing community standards regardless of one's age.

Panel decision

On this basis, the Panel found that the ad breached 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 breach decision, however Ad Standards has confirmed the ad has been removed from the platform.