



CASE REPORT

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| 1. Complaint reference number | 375/00 |
| 2. Advertiser | Kemalda Entertainment Pty Ltd (Rodney Rude - 'Ya Mum's Bum') |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Tuesday, 13 February 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement begins with text, a cartoon drawing and voiceover, 'Rodney Rude – Ya' Mum's Bum'. It moves to footage from a live performance where the entertainer, opening a drink, says in response to a member of the audience who calls, 'Skol', 'Aw, skol, that's what your Mum says, aw skol Rude, go on Rude, yeah go on Rude, you come too quick. Now come on, skol'. During this, he shakes his arm and hand and moves his pelvis. The advertisement concludes with a shot of the cover of his album while the voiceover says, 'Rodney Rude's new album – Ya' Mum's Bum. Out now'.

THE COMPLAINT

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

'(The advertisement) alludes to certain sexual acts offence to me and my family (sic).'

THE DETERMINATION

The Advertising Standards Board ('the Board') considered whether this advertisement breaches Section 2 of the AANA Advertiser Code of Ethics ('the Code').

The Board, while appreciating the point of view expressed by the complainant, determined that the material within the advertisement did not contravene prevailing community standards in its depiction of sex, sexuality or nudity and that the advertisement did not breach the Code on this or any other ground. The Board, accordingly, dismissed the complaint.