



CASE REPORT

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| 1. Complaint reference number | 83/08 |
| 2. Advertiser | Little Aussie Bum Pub Co |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Portrayal of sex/sexuality/nudity – section 2.3 |
| 6. Date of determination | Wednesday, 12 March 2008 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

This television advertisement shows a photographic montage of people enjoying a drink at the pub bar, as a female voiceover announces "Beach. Bums. Born and bred. Right in the heart of Cairns. The Little Aussie Bum Pub. Great aussie meals. Good tunes. And larrikin laughs. Beach bums born and bred. The Little Aussie Bum Pub. Check it out soon in Cairns". One of the images shown is of a woman's bottom in a back g-string encircled by a beer bottle top.

THE COMPLAINT

A sample of comments which the complainant/s made regarding this advertisement included the following:

The female backside is wearing a black g-string and the picture is very revealing of the female's form. My child happened to be watching the TV at the time and said it was very rude.

THE ADVERTISER'S RESPONSE

Comments which the advertiser made in response to the complaint/s regarding this advertisement included the following:

"The Little Aussie Bum Co" is a brand new establishment about to open in the next few weeks. Our age demographic is 18 – 50 years of age and our market is 50% international and 50% local market.

The one day cricket series was seen as a key demographic of our market and The Little Aussie Bum actually has a full cricket pitch with stumps etc inside the venue. Our product is a fun place to visit with the emphasis on the Aussie Larrikin theme.

A lot of our key marketing represents a fun, easy-going establishment where life is not viewed too seriously. We had no intention of offending anybody and to date – our core market has received the ads very favourably.

The Little Aussie Bum is very "tongue in cheek." It's solely geared at happy adult clients who need to escape and just have a laugh. Our product and premises are part theatre-style restaurant and in one marketing campaign we are pushing laughter as our key recipe.

Australia has always been heavily marketed with its beaches and bikini girls (Lara Bingle in the tourism Australia ads!) Our culture, history and image abroad is all about fun, easy-going larrikinism which is The Little Aussie Bum!

THE DETERMINATION

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

The Board viewed the advertisement, taking into consideration the complainant's assertion that it contained inappropriate nude imagery.

The Board noted that the advertisement contained a series of images that are considered to be iconically Australian and as such do not cause offence. The Board further considered that the word bum is a typically Australian term and one which is used affectionately by most sectors of the community.

The Board determined that the advertisement did not show nude images inappropriately and did not therefore breach Section 2.3 of the Code.

Finding that the advertisement did not breach the Code on other grounds, the Board dismissed the complaint.