



CASE REPORT

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| 1. Complaint reference number | 96/01 |
| 2. Advertiser | Kemalda Entertainment Pty Ltd (Rodney Rude - 'Ya Mum's Bum') |
| 3. Product | Entertainment |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Discrimination or vilification Other – section 2.1
Portrayal of sex/sexuality/nudity – section 2.3
Other - Miscellaneous |
| 6. Date of determination | Tuesday, 8 May 2001 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

One of a series promoting video and cassette recordings of Rodney Rude's stage show titled, 'Ya' Mum's Bum', the television advertisement features the comedian in an on-stage, stand-up routine. He says to an (unseen) audience, 'What about if you had a butcher's shop at Bondi, cops come around, tell you to take the sheep's tongues out of the window because the New Zealand ladies are standing out the front, rubbing themselves?' He then holds what he asserts is a giant condom and says, 'Sue that condom company. I blew the nose right out of that, look. Yep, I'll sue those pricks. I've got plenty of time, too. I've got [bleep] all to do in the day.'

THE COMPLAINT

Complainant comments in relation to this advertisement include the following:

'The promotion is in the poorest of tastes (sic), and I consider it to be unsuitable for presentation on family television The people who are prepared to pay to attend one of Mr. Rude's shows may appreciate the type of "humour" which he presents, but I find the inferences distasteful and offensive

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 complainant's point of view, determined that the material within the advertisement did not contravene the Code on any ground. The Board, accordingly, dismissed the complaint.