



CASE REPORT

1. Complaint reference number	211/00
2. Advertiser	RockCity Event Marketing Pty Ltd (Col Elliott)
3. Product	Entertainment
4. Type of advertisement	TV
5. Nature of complaint	Health and safety – section 2.6
6. Date of determination	Tuesday, 11 July 2000
7. DETERMINATION	Dismissed

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement portrays shots of the comedian, Col Elliott, on stage in various guises and intersperses these with shots of audiences. A voiceover says: ‘All right, Australia . Hold onto your seats and get ready to laugh because Australia ’s resident madman, Col Elliott, is on the loose again.’ The performer is shown as a character who asks, ‘What’s the difference between snot and broccoli? Ah, kids won’t eat broccoli.’ The voiceover resumes: ‘Don’t miss your chance to catch Col and his crazy characters for a side-splitting night of fun and entertainment. The best laugh you’ll have all year.’ The advertisement concludes with text and voiceover details of performance venues and dates.

THE COMPLAINT

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

‘When I heard this advertisement at my dinner time I was so sick I had to go to the toilet and bring up what food I had consumed.’

THE DETERMINATION

The Advertising Standards Board (‘the Board’) considered whether this advertisement breached Section 2 of the Advertiser Code of Ethics (‘the Code’).

The Board determined that the material within the advertisement did not contravene prevailing community standards and that the advertisement did not breach the Code on any ground. The Board, accordingly, dismissed the complaint.