



CASE REPORT

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| 1. Complaint reference number | 67/02 |
| 2. Advertiser | Energy Australia |
| 3. Product | Housegoods/services |
| 4. Type of advertisement | TV |
| 5. Nature of complaint | Health and safety – section 2.6 |
| 6. Date of determination | Tuesday, 12 March 2002 |
| 7. DETERMINATION | Dismissed |

DESCRIPTION OF THE ADVERTISEMENT

The television advertisement opens on a view of a short man ('Mr Colgan' from a previous promotional campaign) standing on a telephone book in a home hallway as if to make himself taller. Evidently dissatisfied with the outcome, he tries a milk crate and then a step ladder as an announcer's voice-over says: "Energy Australia can now provide electricity and gas to your home or business. Soon an Energy Australia person may contact you with an energy package that will save you time and money." At this point, Mr Colgan now standing on the ladder responds to a knock on the front door to find a short man from Energy Australia standing there looking up at him. While the first man looks embarrassed, a graphic appears reading: 'Who's got twice the energy?' and the announcer says: "Who's got the energy to supply gas and electricity?" The advertisement ends with the answer as "Energy Australia" in voice-over and graphic.

THE COMPLAINT

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

"Though I find the advertisements clever and wholesome, I can see their potential dangers in the wider community."

THE DETERMINATION

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

The Board considered that most people would identify with the intended humour in the advertisement and determined that it did not represent a breach of the Code in relation to health and safety.

It further considered that the content of the advertisement did not contravene the Code on any other grounds and dismissed the complaint accordingly.