

WIL OF FORTUNE

Wil Anderson, the ABC's golden boy and host of *The Gruen Transfer*, is taking his new show, *Wilosophy*, on the road. Matthew Myers caught up with him and discovered he's still a cheeky bastard.

DNA: Congratulations! *The Gruen Transfer* has been a runaway success.

Wil Anderson: Who would have thought! The last time I had something that rated this well on the ABC they cancelled it! So I've been nervous. I think it's a combination of the genius of Andrew Denton and the laziness of people who don't turn off their TVs after *Spicks And Specks*.

Any negative feedback?

There have been a few people who were not happy about their ads being featured on the show. The bank show got a lot of feedback. NAB's [National Australia Bank's] tagline is "A Little Word For A Big Life". We looked up "nab" in the dictionary and it means "to steal". So what were they really trying to tell us with that slogan? They weren't particularly happy about that.

Do you have a favourite commercial?

My favourite is the Cadbury gorilla. You know an ad is good when it makes you like a Phil Collins song! That's when you really know it's a powerful piece of advertising. There's another ad we used with the moonwalking bear – one of my absolute favourites. It's funny when you do a show about advertising

more like one of those late night shouting ads. Something in the style of, "[Shouting] Hi! I'm Comic Wil from Crazy Wil's Discount Comedy Warehouse! I've ordered one too many punch lines and now all of them have got to go! I've got dick jokes, poo jokes, wee jokes! I've got jokes at your expense, I've got jokes at other people's expense, I've got a whole bunch of Shannon Noll jokes – they're out of date, but all of them have gotta go! I've got John Howard jokes I can't use anymore going out at ridiculous prices..."

When you were a DNA Straight Mate you said you'd turn gay for Johnny Depp. Is he still the one?

[Laughs] I'm going on *Rove* in a couple of weeks and I'll probably have to do *Twenty Bucks In Twenty Seconds* and have to say who I'd turn gay for. So on national TV I've got to say the right person – a really sexy man like, oh, I don't know, Helen Clark, the Prime Minister of New Zealand. But I think if I had to get into a serious relationship with a guy I'd still struggle to go past Johnny Depp. And he still looks

"I MADE THE FACEBOOK PLUNGE AND NOW I'M GETTING HIT ON BY A LOT OF GAY MEN. PERHAPS I'VE SOMEHOW ACCIDENTALLY GOT A PAGE ON GAYDAR INSTEAD."

because you start watching TV in a completely different way. I used to change over while the ads were on and now I change channels to get to the ads. I'll even fast forward my Foxtel IQ to get to the ads. It's a little perverse.

And viewers seem to likewise be fascinated.

When Andrew Denton talked to me about the show he said he wanted to make a show that gave people the skills to understand ads in the same way that *Frontline* gave people the skills to understand current affairs shows. I think we've been lucky enough to achieve that. You can't watch the show and look at ads in the same way again.

If you had an on-air commercial for *Wilosophy*, what would it be like?

Considering the budget of my stand-up shows it wouldn't be a big ad. I imagine it would be

the same! I just assume he has a portrait in an attic that's like the before photos of *The Biggest Loser* because in real life he has not aged at all.

And speaking of that interview... how are your best mate's nuts going?

Well, there's a funny story to that. Justin Hamilton's mum works with a couple of gay guys who always get DNA. So she was harmlessly flicking through it at work, not knowing that there would be an article about me, and sees the headline "I Touched My Best Mate's Nuts". It was a hilarious story in the end. I don't think she was too surprised.

