

THE 1984 ADVERTISING BOGIES

(B.U.G.A. U.P. LOGIES)



PROGRAMME

NSW Institute of Technology,
Broadway, Sydney, NSW
Saturday 20 October 1984

Obstacles to Media Health Promotion - the F.A.C.T.S.

Several health promotion advertisements have been banned by self-regulated media authorities over the past few years. Bill McKeon of the N.S.W. Dept of Health questions whether the Department can use the best available techniques of persuasion to get people to adopt healthier lifestyles.

The Drug Pushers

Consumers rely almost exclusively on the media and their doctors for information about medications. Unfortunately, doctors rely heavily on drug advertising for their information. Dr John Braithwaite, Director of the Australian Federation of Consumer Organisations, studied the pharmaceutical industry while he was Research Criminologist at the Australian Institute of Criminology and discusses his findings on this subject.

Outdoor Advertising & the Environment:

Outdoor advertising has been criticised by environmentalists for aesthetic reasons and by socio-political analysts for their uninvited intrusion into our consciousness. Bruce Woolf, Secretary of the Environmental Law Assn of N.S.W. explains how outdoor advertising is currently regulated and reviews some recent conflicts between advertisers and local councils.

4.00 Tea break

4.30 Session 3: Challenging Advertising

The Ethics of Creativity

If we are to challenge advertising effectively, it is essential to understand the "creative process" as seen through the eyes of the advertising person. Peter Rothwell, a Melbourne-based advertising consultant discusses the advertiser's dilemma when personal conscience conflicts with obligation to the client.

Advertising Bans: The Western Australian Experience

The eyes of the world advertising industry were turned on Western Australia last year when the Government introduced legislation to prohibit all forms of tobacco advertising. Steve Woodward of ASH (Action on Smoking nad Health) was involved in the ensuing battle and has some important lessons to pass on.

Consumers vs Advertisers

The Broadcasting Tribunal is one of the few non-industry bodies involved in the regulation of television advertising. Maynard Rye of the Australian Consumers' Association discusses the Tribunal's failure to uphold complaints about T.V. ads lodged by the A.C.A. over the past two years.

The Empire Strikes Back

In the wake of attacks from the consumer movement and threats of tougher legislation, the advertising industry is gearing up for a major campaign to improve its public image. Dr Arthur Chesterfield-Evans, general practitioner and BUGA UP activist, reviews the key tactics being used by the industry and suggests how they can be countered.

6.30 Break

THE SEMINAR

10.30 Session 1: Advertising and Social Norms

Growing up with Hard-Sell Sex

Does anybody do it to you like Flake does? What's that hard bar for? Vicki Wootten of the Family Planning Association explains how sexual images and stereotypes in advertisements aimed at children influence self-image and sexual development.

Food Advertising: Hard to Swallow

Food is the most heavily advertised product in Australia. Many people, especially children, gain most of their information about nutrition from these ads. Nutritionist Rosemary Stanton has been studying the way advertising influences what we eat and discusses current trends and possible consequences.

The Australian Urge to Gamble and Advertising

Prof. Jeff Caldwell of the Centre for Continuing Education at A.N.U. discusses the psychology and sociology of the advertising industry's exploitation of the Australian desire to gamble.

From Object to Target

The advertising industry is always on the lookout for new markets to exploit. Diana Wyndham of the Women's Electoral Lobby describes how the industry has taken the Women's Movement in its stride.

Consumer Credit: "Everybody's Rich Uncle"

Promises of easy credit and "plastic money" are encouraging consumers to live beyond their means, often unaware of what they are really signing up for. Mark Lynch of Public Interest Advocacy Center believes there is an urgent need for regulation of consumer credit advertising.

12.30 Lunch

Snacks and refreshments on sale.
Interesting and entertaining videos will be screened.

2.00 Session 2: Advertising Regulation

Advertising Puff and the Law:

When do advertisers' claims go beyond "puffery" and become misleading? Michael Blakeney, Senior Lecturer in Law, U.N.S.W., looks at the effectiveness of current laws in protecting the consumer.

Self Regulation: the regulation you have when you're not having regulation.

Australian advertising in all media is subject to a complex system of self-regulation, funded and operated by the advertising industry. Peter Vogel speaks on how does the system work, in theory and in practice.

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7.00 Buffet dinner served

7.30 **Presentation of BOGIES in the following categories:**

1. The Brady Bunch Award for sex-role stereotyping
2. The Social Responsibility Award
3. The Men in White Coats Award for bogus experts
4. The Good Housekeeping Award
5. The Informed Decision Award for the ad conveying least information
6. The Advance Australia Award
7. The Neville Trethowan Environmental Award for enhancing the landscape
8. The Sir Richard Kirby Award for contravention of advertising regulations
9. The Most Offensive Advertisement
10. Ad Industry Attitudes
11. The Personal Paranoia Award for exploitation of insecurity
12. The Macho Man Award
13. The Most Blatant Sex Object
14. The Most Misleading Advertisement
15. The Most Freudian Advertisement
16. The Most Exploitative Advertising Medium
17. The Most Inane Copy
18. The Silliest Jingle
19. The "They Can't Be Serious" Award
20. The Golden Spraycan Award for the most easily refaced billboard

Special mentions will also be given to entrants not eligible for any of the above categories.

There will be a break halfway through the awards for coffee and dessert.

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Acknowledgements

We would like to thank the 2JJJ Breakfast Show for allowing us to use their anti-ads.

Special thanks also go to the creators of the advertisements without whom this event would not have been possible...

...and to the graffitists who stop us from taking it all too seriously.

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