

BILLBORED

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Billboard-Utilising Graffitiists Against Unhealthy Promotions

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Advertising BOGIES Special Centrefold

A.B.T. Moves To Restrict TV Alcohol Ads:

Booze Pushers, Not Impressed

The advertising industry's defence mechanism moved into top gear in October in response to suggestions by the Australian Broadcasting Tribunal that alcohol ads be banned from "children's TV". Editorials in virtually all papers decried "Infringement of civil liberties", "inhibition of free competition", "more censorship" and "loss of sponsorship for sports". In a press debate which centred on the issues of censorship and freedom of speech, the partisan stand of the newspapers was only partly offset by the response on the letters page, protesting at the front-page prominence given to articles giving the opinions of advertisers and sportsmen. The ABT - which doesn't pay anyone the advertising dollar - was denied the freedom of the press that the newspapers claim to hold so dear.

The proposed advertising regulations will restrict alcohol advertising to "adult only" viewing time between midday and 3pm and after 8.30pm Monday to Friday and after 8.30pm at weekends. The proposal also aims to put an end to the special arrangement allowing alcohol companies' sponsorship ads to be shown during sporting telecasts broadcast on Saturday afternoons. The ABT's intention is to bring this period into line with its policy on "G" viewing time when alcohol ads are not otherwise permitted. Alcohol advertising will also be permitted for the first time during "AO" time on Sundays.

As well as mobilising the print media who take their advertisements, the liquor industry has the sporting bodies, the advertising industry and other members of the "old boys' network" backing it up, so press coverage is guaranteed. An article in the Sydney Morning Herald headlined "Soft drink boss backs fight to stop alcohol ban" starts off by saying that Sir Rupert Clarke, chairman of Cadbury Schweppes, would stand to gain from "any such alcohol ban" (sic) but nonetheless is speaking out in support of the breweries. Not only is Cadbury Schweppes' principal profit winner its famous "mixers" which presumably depend upon the alcohol industry for their sales, but Sir Rupert was speaking as chairman of the Victorian Amateur Turf Club at the presentation of the Fosters Caulfield cup. Hardly the most unbiased of spokesmen for the booze-brokers.

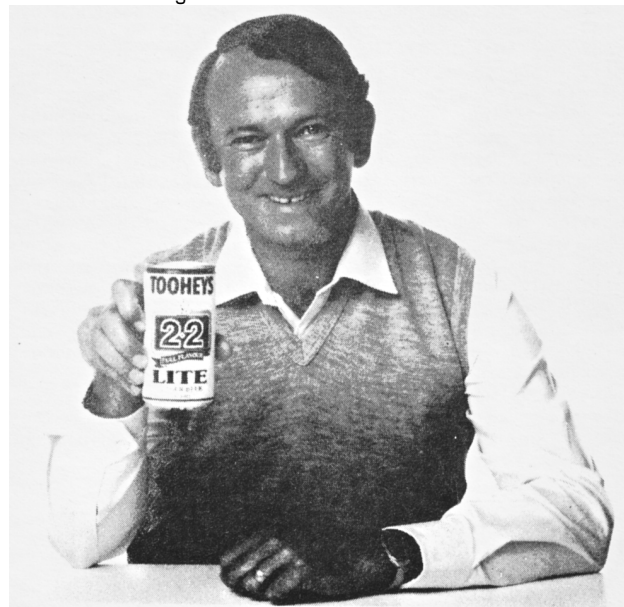
The Shadow Minister for Communications, Bruce Lloyd, demonstrated solidarity with those champions of free enterprise, the advertising industry, and promised that a Liberal/National Party government would put the Tribunal back in its rightful place. He said that the board would be restructured to include members of the TV and radio industry, but he was clearer as to what the new Tribunal's role would not be than as to any positive duties.

The principal bone of contention in the Tribunal's proposal is the extension of the ban over the peck viewing period of 7.30 to 8.30pm. The industry's argument to justify the continuation of alcohol advertisements during programmes which are watched by around 80% of teenagers is that a ban of this kind

will soon lead to the prohibition of Shakespeare's plays and any film showing a popular character having a drink.

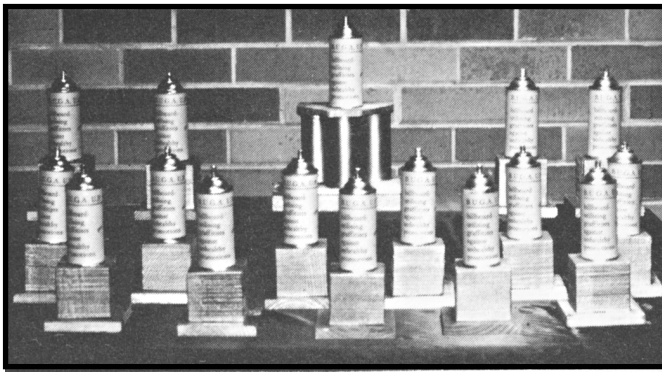
The Australian's front page article on the proposal, written by the chief executive of major Sydney advertising agency George Pattersons, was headed "Next, should we burn the books and censor the films?..".

The industry is also, predictably, making great play of the clause concerning sports sponsorship, which one article in the Sydney Morning Herald described as a "ban on alcohol-sponsored sporting events". David Jones, chairman of the ABT, stresses that the new regulations will not affect breweries' ability to sponsor sporting clubs, merely the purchasing of advertising time during telecasts. The proposal does not seek to cover the issue of perimeter advertising at sponsored events, although it mentions this as a possible area for further comment. It also clearly states that "Corporate identification of advertisers (i.e. without direct promotion of the product) is permitted at all times with the exception of C time (peak children's viewing time)".



Bogey-Winner Doug Walters (see inside)

However, Mr John Elliott, managing director of Carlton & United Breweries, made a press statement which included the comment that "it was unclear whether the proposals would affect location advertising and not just television and radio broadcasts" (Who said anything about radio?). Richie Benaud, former Australian cricket captain who has been involved for some years with the Rothmans National Sports Foundation, has also spoken out loudly against the proposal, claiming that it could mean the end of "proper sports sponsorship as we know it". The Financial Review's article went so far as to say that "Many sporting programs and events rely on the alcohol industry for sponsorship and advertising following the banning of cigarette advertising broadcasts in 1976". Nobody else has noticed any shortage of cigarette advertising and sponsorship shown on television during the lost couple of years. Least of all the ABT.



THE 1984 ADVERTISING BOGIES (B.U.G.A. U.P. LOGIES)

ANOTHER FIRST FOR B.U.G.A. U.P.

BUGA UP Celebrates Fifth Birthday

The fifth anniversary of Australia's best-known graffiti campaign, which fell in the auspicious year of 1984, was celebrated by the staging of an alternative advertising extravaganza - the BOGIES (BUGA UP Logies). On October 20 BUGA UP provided a full day and evening of seminars and entertainment at the NSW Institute of Technology, and received an unexpectedly warm welcome from the public.

The day started with a series of seminars, at which fourteen speakers including academics, lawyers, educators and consumer advocates spoke on the influence of advertising in society.

The first seminar, on "Advertising and Social Norms" covered stereotyping in advertising and its effect on social attitudes. Vicki Wooten of the Family Planning Association had the audience cringing in their seats with her illustrated talk on sexuality in advertising and its effects on adolescent insecurity. Rosemary Stanton gave a succinct speech on the question of food advertising, dietary patterns and body image. The promotion of gambling was analysed by Professor Jeff Caldwell of the Centre for Continuing Education at ANU, and Diana Wyndham of the Women's Electoral Lobby spoke on the takeover of the "liberated woman" image by advertisers. Finally Mark Lynch of the Public Interest Advocacy Centre analysed the current heavy advertising of consumer credit. The overall effect would have been depressing if the speakers and audience had not mercifully had a sense of humour about the excesses of the advertising industry.

At lunchtime videos of "Death in the West" and the BBC's "War of Words Down Under" were shown in the lecture theatre. Delegates were already complaining that there was just too much to do and see.

GRAFFITI MOST EFFECTIVE CONTROL

Michael Blakeney, Senior Lecturer in Law at the University of New South Wales, set the tone of the first afternoon session with his evaluation of the legal means of redress against misleading advertising. He concluded that refacing billboards is after all more effective, and certainly a lot less frustrating, as the other speakers made clear. Peter Vogel had made a study of the behavioural peculiarities of the Advertising Standards Council and recounted a number of case histories of both successful and unsuccessful complaints to that body. Bill McKeon of the NSW Department of Health spoke on the tobacco industry's (successful) attempts to suppress advertisements in the Quit for Life campaign. Dr John Braithwaite, director of the Australian Federation of Consumer Organisations, discussed the lack of regulation affecting the drug industry and its enormous promotion to doctors and patients. Bruce Woolf of the Environmental Law Association described attempts made to control outdoor advertising from an environmental perspective.

ADVERTISERS PLAY "BIG BROTHER"

In the final session, a number of speakers discussed the various bodies administering controls on advertising and how they could be used to challenge the industry effectively. Peter Rothwell, an advertising consultant, gave the inside view on unhealthy promotion: the "if I don't do it, someone else will" ethic prevails. Steve Woodward of ASH spoke about the attempt to introduce legislation in Western Australia and the additional power the advertising lobby gained by their influence in the media. Maynard Rye of the Australian Consumers' Association described the ACA's attempt to make documented complaints to the Australian Broadcasting Tribunal about breaches of advertising standards. Well-known BUG Dr Arthur Chesterfield-Evans spoke last, dissecting the techniques of disinformation and confusion with which the advertising industry has been fighting increasing public pressure. He summed up with a reference to 1984:

"Everyone assumes that Big Brother is a government. Irresponsible use of power can be practiced by any group and advertisers have benefited, gaining increased power from improved technology without improving their responsibility.... The time has come to recognise that advertising is an unfettered and irresponsible power at present and a push from the consumer direction is needed. BUGA UP would not claim to be more than publicists for this idea."

The response the seminar received from the public demonstrated that there are many consumers prepared to give that push.

Melbourne delegate to the "BOGIES" Marj White presents a spray-can shaped birthday cake. The inscription reads "BUGA UP Born 1979, still going strong"



BOGEY-METER SCORES A HIT

After a short break, everyone helped themselves to the buffet dinner and sat down at tables to be entertained by the BOGIES. The evening was a sell-out, with last-minute arrivals only getting standing place.

The "Bogies" were a number of awards presented by BUGA UP to advertisers particularly deserving of public recognition. There were twenty categories, including "The Brady Bunch Award" for sex-role stereotyping, the "Informed Decision Award" for the ad conveying the least information, and the "Most Offensive Advertisement". The three or four finalists in each category were shown on a screen at the front of the hall, and scored according to audience acclaim. The scores, measured by the Bogey-meter, were projected on the screen.

Once the audience understood that the Bogey-meter scores would go on rising for as long as they applauded, the boos and hisses at the more outrageous advertisements grew more and more hysterical. Finally, for an ad for McDonald's in which Ayers Rock turned into a burger, the Bogey-meter topped 500,000. At this point, the organisers realised that this unforeseen audience enthusiasm could prolong the event till the small hours of the morning, so a time limit had to be imposed on applause for future contestants.

It was unfortunate that none of the advertisers who had been invited had come along to collect their awards, only one anonymous person coining up to the stage to claim for McDonald's the Advance Australia Award for Patriotism. Possibly they were intimidated by the enthusiasm with which the audience had entered into the spirit of the event.

THE GRAND BOGEY

After the last presentation, several high-scoring ads were shown again as contenders for the Grand Bogey - a magnificent award consisting of three golden spray-cans mounted on a solid wood pedestal. The contestants were McDonalds "The Taste of Australia" (winner of the "Advance Australia Award" for exploitation of patriotism), Scorched Peanut Bar "The Hard Bar" (winner of the "Most Freudian Advertisement" class) and Tampax "One of the facts of life your mother probably hasn't told you" (winner of the "Personal Paranoia" Award). This last ad, aimed at pubescent girls, claimed that only Tampax were really hygienic and clean tampons because they have applicators so you don't need to "touch yourself". It was unanimously elected as the worst ad of the year, possibly partly because of Vicki Wooten's graphic expose of the ad in the first session of the day.


At the end of the evening, everyone was exhausted but gratified that so many people had come and applauded so hard. It was not just all the speakers and contributors who had made it a great day, but also the highly enthusiastic audience who came to give their support and enjoy the show.

So much public interest was shown in the presentations that one radio reporter asked, "if BUGA UP make this an annual event, will commercial television broadcast the BOGIES?"

Right: "Grand Bogey" winning ad for tampons with cardboard applicators tells adolescent girls that "life would be much simpler if you didn't have to touch yourself internally"



ONE OF THE FACTS MOTHER PROBABLY



It's a fact that the majority of girls will use a tampon as part of their sanitary protection.

And it's a fact that there are two different kinds of tampon.

One brand has an applicator that comes with every tampon, while the other brands don't have applicators.

The fact of life that your Mother may not have told you is that if you use these brands that don't have an applicator, then you have to insert the tampon with your fingers.

Not just once, but every time you use a tampon.

And when you stop and think about it, life would be much simpler if you didn't have to touch yourself internally while you're menstruating, wouldn't it?

That's why we developed the Tampax applicator, because the applicator actually inserts the tampon for you, giving you "hands-off" cleanliness. No other tampon can match.

Only Tampax has an applicator. So only Tampax tampons can make life so simple for you.

It helps you glide the tampon into the right spot (even if you're just a beginner) to ensure that the absorbent material in the tampon is in the perfect position to give you the

OF LIFE YOUR HASN'T TOLD YOU.



comfort and confidence you want.

And when you're just starting out and you're worried about the embarrassment of leaks, it's nice to have that Tampax peace of mind.

Once you have inserted the tampon, the biodegradable paper-board applicator simply flushes away for discreet disposal just like the tampon itself.

When you're ready to remove your Tampax tampon, there's another pleasant surprise, because Tampax slim down far more than ordinary tampons to make withdrawal really easy. No discomfort, no worries.

So when you decide to use a tampon, there's only one question you have to ask yourself.

Will you use the tampon with the applicator and get real cleanliness, comfort and confidence?

Or will you mess around with those fussy old fashioned tampons that don't have an applicator?

If you're the sort of girl who likes life clean, simple and fuss-free, we think there's only one answer.

Tampax applicator tampons.

FREE SAMPLE AND BOOK OFFER

Please, send this ad to request a free copy of "One of the facts of life your Mother probably hasn't told you" and a free Tampax applicator tampon.

Name _____

Address _____

Postcode _____

Age _____

Phone _____

Send to: Tampax Pty Limited, 1011 Box 39 Richmond, Vic. 3121




WINNERS OF THE 1984 ADVERTISING BOGIES

1 The Brady Bunch Award for sex-role stereotyping
Fab 2: The Terrible Twins (TV)

2. The Social Responsibility Award
CSEQ Sunshine Television: Barbecue ad with free flammable apron (print)

3. Men in White Coats Award for bogus experts
Electrolux: Mr Jolly (TV)

4. Good Housekeeping Award
Meadowlea: you ought to be congratulated (TV)

5. Informed Decision Award for least information provided
Coke is it (TV)

6. The Advance Australia Award for exploiting patriotism
McDonalds: The Taste of Australia (TV)

7. The Neville Threhowan Environmental Award
The tobacco industry collectively for defacing corner stores with cigarette advertising material

8. The Sir Richard Kirby Award for breaking most advertising regulations
Tooheys 2.2: Doug Waiters (TV)

9. The Most Offensive Advertisement
Woolworths Butchers: Trimmiest rump (print)

10. Ad Industry Attitudes
Leonardi & Curtis: Classified ad for a receptionist (print)

11. Personal Paranoia Award for exploiting insecurity
Tampax: One of the facts of life your Mother probably hasn't told you (print)

12. Macho Man Award
Australian Penthouse: Have you got what it take to fill the space below? (print)

13. Most Blatant Sex object
Kayser: The Perfect Billboard (outdoor)

14. The Most Misleading Advertisement
The Tobacco institute: Russian soldier smoking (print)

15. Most Freudian Advertisement
Scorched Peanut Bar: The Hard Bar (TV)

16. Most Exploitative Advertising Medium
Video Jukebox that plays ads until you insert coins

17. Most Inane Copy
Peter Stuyvesant cigarettes: The international Passport to smoking pleasure (print)

18. The Stillest Jingle
Holden Astra: I'm glad I'm civilised now (TV)

19. "They Can't be Serious" Award
Quaid Real Estate: Daintree Rainforest Freehold (print)

20. The Golden Spraycan Award for the most easily refaced billboard
New Mild & Marlboro (New Vile and a Bore (Outdoor)

WINNER OF THE GRAND BOGEY:

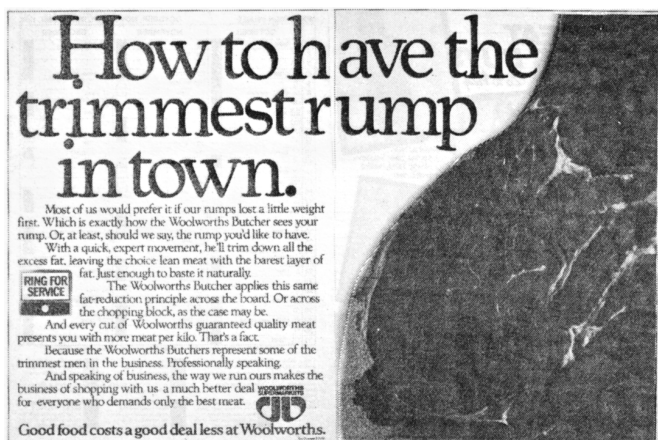
Tampax: "One of the facts of life your mother probably hasn't told you"

Sexism Survey 'Surprise'

In spite of advertising industry contentions that not only does advertising not degrade women, but that no-one could care less either way, researchers from its own ranks are giving it the lie. At the AANA annual convention in Surfer's Paradise in October, Elizabeth Dangar, director of the Dangar Research Group, announced that a survey had shown that 58% of people think that "most" advertising is sexist.

The survey carried out in Sydney showed that an astonishing 83% of people see some advertising as sexist, and that 45% couldn't think of an ad that showed a woman in a good light, while 63% could think of an example of sexism.

The survey also covered the question of how men are shown in ads and found that macho men and beer-guzzling ockers in ads are viewed with as much disdain as scantily clad women and housewives/slaves. Ms Dangar commented, "it is surprising so many people are so conscious about sexism in advertising. They are much more aware of it than the advertising industry - clearly people think sex is overdone in advertising."



While the findings of the survey are no surprise, the ads which were singled out by respondents were interesting. While ads for TAB, Dynamo washing soap and Joyce Mayne were considered to show women in a poor light, Meadowlea was considered to be favourable to women (in spite of showing women as housewives who can best please their family by giving them margarine?). Ads for Tooth LA and Kwit washing-up liquid were thought to be specially obnoxious as representations of men, while the ads for impulse (a man rushing to give a girl a bunch of flowers because of the perfume she is wearing) was named as showing men in a positive, though presumably not realistic, light.



The ad industry's immediate reaction will no doubt be to discredit the survey, but cumulative evidence seems to be piling up against them and it is to be hoped that they will soon start to consider what the public would like to see in ads, rather than what their art director thinks is a candidate for a "creativity" award.

Citizen Says Fine Too Small

Karl Horsburgh and Tim Read, two Melbourne BUGs who were arrested while refacing an ad for Wills Super Mild (see Billboarded No. 16 August 1984) appeared in Melbourne City Court on 3rd October.

Both pleaded guilty to a charge of wilful damage to a billboard and the prosecution said that Horsburgh had said that he wanted to reface the ad because it was opposite the Royal Children's Hospital. He had intended to write the words "I am a drug pusher" over the picture of Graham Kennedy. The defence mentioned that both fifth year medical students had been involved in peaceful demonstrations against tobacco promotions.

The magistrate placed both men on a \$50 good behaviour bond for a year and also ordered them to pay a total of \$215 costs.

An interesting follow-up to the judgement (quite unusually severe for a graffiti case) was a letter published in the Australian a week later. Signed R. Broniman, Petty Officer, it told how the writer, at "some risk" to himself, had apprehended the two miscreants out of a sense of public duty. The letter continued to express his outrage that not only had his public spirit not been recognised and congratulated, but that the criminals had received only a mild penalty for their "vandalism".

Mr Broniman asserted that if the danger to a citizen making an arrest were not recognised in the penalty, then the courts could no longer expect the public to put themselves out in support of the law. The graffitiists, by contrast, do not put a price on their public spirit and are risking arrest and fines to put their message to the public without personal recognition for their services.



Graham Kennedy awaits verdict

GO FOR IT	If you would like to help the campaign against Unhealthy Promotions, or would like further information about B.U.G.A. U.P. write to:		Vic. B.U.G.A. U.P. Box 285 Fitzroy Victoria 3065
	N.S.W. B.U.G.A. U.P. Box 80 Strawberry Hills N.S.W. 2012	W.A. B.U.G.A. U.P. Box 598 Subiaco W.A. 6008	
	QLD. B.U.G.A. U.P. Box 76 St. Lucia QLD. 4067	S.A. B.U.G.A. U.P. Box 616 Modbury S.A. 5092	