



ANTISMOKING 'embassy' in Sydney

Agency picket in smoke campaign

BUGAUP group (Billboard Utilising Graffitists Against Unhealthy Promotions) has been staging a quiet demonstration outside the Leo Burnett advertising agency in Sydney for the past week.

Despite attempts by the advertising industry to have the "embassy" moved off NSW Government land, BUGAUP members have continued to distribute their pamphlets while maintaining an "annoying" presence.

The embassy is yet another signal that the proposed ban of tobacco promotion is one of the major threats to the advertising industry — cigarettes are still a major source of billings despite the ban on cigarette advertising by broadcast media.

Members of BUGAUP said the number of groups opposing the promotion of tobacco had swelled to include the Australian Medical Association, Australian Consumers' Association, The Cancer Council, Heart Foundation, Royal College of Physicians and World Health Organisation.

The BUGAUP caravan raised comment from the federal director of the Advertising Federation of Australia, Mr Bruce Cormack, at the association's annual convention in Hobart last week.

He said: "We are engaged in debate and dispute with State governments on issues which did not exist at that level five years ago. Five anti-tobacco advertising bills in less than a year is one item on the scoreboard".

The AFA released a statement to the Premier of NSW, Mr Wran, saying the BUGAUP van was "producing a media event and villifying the agency (Leo Burnett) by sight and sound for allegedly contributing to anti-social activity and endeavoring to suborn employees".

The statement said that while the AFA "supports healthy public debate on contentious issues we condemn this particular group which openly encourages vandalism".

BUGAUP chose to set up outside Leo Burnett as, one of the agency's clients is Philip Morris — manufacturer of Marlboro, Peter Jackson, Alpine, Chesterfield and other brands.

Mr Cormack called for a unified stand to protect the industry from attack. He said self regulation was the industry's strongest defence.

A standing committee of the Health Ministers' Conference last week discussed the proposed establishment of an advertising review of alcohol advertisements.