1984 is a significant year for BUGAUP not only for its Orwellian associations, but because it is five years since that infamous acronym first appeared on billboards. For five years the advertising industry has claimed that the movement is merely a “vocal minority” which would soon go away if ignored. Today it is clear that BUGAUP’s controversial activities have stimulated widespread public debate on the destructive aspects of advertising.

The celebrate BUGAUP’s fifth birthday, a day of seminars and entertainment has been organised. The day has been planned as a series of talks and discussions about aspects of advertising which have not been widely aired, with emphasis on Australian case studies. The event will culminate with dinner and the presentation of BUGAUP’s awards to the advertising industry—the BOGIES. In true BUGAUP style, the day’s events will be both educational and entertaining and will attract people from many diverse groups. The discussions and the dinner will provide the opportunity to meet and talk to these people. And the BOGIES presentations will definitely be an evening of fun to end the day.

You are invited to join the celebration by attending the day or evening gathering — or both. Tickets are $ 10.00 for the day of seminars, $ 15.00 for dinner and attendance at the BOGIES presentations. (Concessions and childcare available).

**THE BOGIES**

The BOGIES are BUGAUP’s awards to the advertising industry — a token of appreciation for their unting quest to exceed all bounds of taste, good sense and reason. There will be numerous categories including:

- Most misleading ad
- Most inane jingle
- Ad that breaks the most regulations
- Ugliest outdoor advertisement

There will be several nominations for each category and the audience will vote for the winner.

If there is a particular ad which you would like to see recognised, you can nominate it for a BOGIE in one of our categories or for a category of your own. Please send in a photo, tape recording, video or paper copy of the ad so that others can judge it on its demerits, and state why you think it is particularly deserving.

For further info: Peter Vogel, 331-6333 or Author Chesterfield-Evans on 269-5122 (w).