

Fin Rev 6 May 1985

Campaign may be useless

SIR, It appears that Mr Peter Vogel of BUGAUP Australia has finally been able to understand what advertising is all about (*AFR*, April 17).

We reiterate that in the context of legitimate products, product advertising does not affect total consumption, simply a preference for a particular brand. In the same way no-one is likely to buy more soap or toilet paper than they need; however, they might be influenced by advertising to change their brand.

For just these reasons, it seems the Government may well be wasting taxpayers' money in relying solely on advertising campaigns aimed at reducing use of illegal drugs.

T. M. GRAHAM,
**Australian Association of
National Advertisers,**
Sydney.