

*WE'VE had the Oscars, the Sammies, the Emmys, the Grammys. Now come the Bogies, the 1984 BUGA UP Logies, brought to you by the people who have defaced billboards all over Sydney to celebrate BUGA UP's fifth birthday. The awards will be presented on October 20 at the NSW Institute of Technology after a one-day seminar on advertising reform. A BUGA UP press release says: "The Bogies will be awarded to the most deserving ads in several categories, such as Most Misleading, Least Product Information, Most Inane Copy and the ad that breaks the most regulations."*

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