

Bogie awards celebrate ads' certifiable inanity

By MARGARET SIMONS

Tonight is Grand Bogie night. Nothing to do with dead film stars, but Buga Up's tribute to the industry it loves to hate — advertising.

Buga Up, or rather Billboard Utilising Graffitiists Against Unhealthy Promotions, has abandoned spraycans and graffiti and applied its raised consciousness to a gala weekend of seminars and industry awards.

Bogies will be awarded in 20 categories, including the most inane jingle, the most offensive advertisement, the most Freudian advertisement (most of the nominations are for chocolate bar promotions) and the Men in White Coats Award for advertisements that use "experts" to patronise housewives.

Several gems of the copywriter's art have been nominated for each category. A spokesman for Buga Up, Mr Peter Vogel, said: "We thought that the advertising industry was always giving itself awards, so we would let them see what we think as well".

Nominations from Brady Bunch Award (for the most sex-role stereotyped advertisement) include an advertisement for Simpson appliances.

Mr Vogel said: "It shows all these cute little female animals washing and cleaning and cooking and then says that Simpson gives mothers back to their families.

The Good Housekeeping Award, for advertisements encouraging an obsessiveness with clean toilet bowls, may well go to a product known as the toilet duck. Mr Vogel said: "The advert talks about the germs under the rim of the toilet bowl and under the seat. When you have got rid of them you still need the toilet duck to reach round the bend."

Another category recognises advertisements which exploit patriotism. The favorite contender is a McDonalds hamburger promotion which shows aerial shots of Ayers Rock and the Olgas turning into sesame seeded hamburgers and bags of chips. Mr Vogel said: "A lot of these sites are sacred to Aborigines. Imagine how they feel."

The Most Inane Jingle Award is tipped to go to Mellow Yellow soft drink - "Look out mouth, watch out hips, I'm bringing the world's fastest soft drink to my lips."

The Most Uninformative Award could go to Southern Comfort.

Mr Vogel said: "You have a great big billboard and all it tells you about the product is UMMMMMMMMMMMM. Mind you, Coke could be a close contender. 'Coke is it in a million and one situations' isn't really very informative."

The Most Inane Copy Bogie is likely to go to Toyota for "I asked Toyota the question. It said 'yes'." But Holden is a close contender

with "Zip zip look at that zip, vroom vroom, look at that vroom".

Nominees for the Most Blatant Sex Object Award include the "Perfect" underwear billboards and advertisements for Adler typewriters. The Macho Man Award is likely to go to either Wrangler jeans (a picture of a man's crotch and the words "for the man who's got everything") or to Menage cologne "for the man who doesn't have to try hard".

Favorite for the Most Freudian Award is the Scorched peanut bar advertisement, which shows a man cutting down a tree, sitting astride the trunk, and a woman stroking the trunk as he eats the chocolate bar.

Cartier cigarettes, with an advertisement that promotes Mr Cartier as a man who creates products of such quality that they become a "must", is likely to gain a special mention. Buga Up has drawn a cartoon of Mr Cartier with a lot of "must" balloons coming out of his head saying "I must walk the dog. I must wash my hands after going to the toilet . . ." and so on.

As you might imagine, advertising copywriters are not happy about their work being mocked in this way. The deputy director of the Advertising Federation of Australia, Mr David Jackson, said the awards were ridiculous. He said the association had sent a letter to the New South Wales Institute of Technology, where the awards will be made, protesting against the event.

But Buga Up is not discouraged. The last award of the evening will go to the advertisers who have most helped it in its work by coming up with easily modified billboards. The award is called The Golden Spraycan.

WE'VE had the Oscars, the Sammys, 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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