

# BILLBORED

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THE UN-OFFICIAL NEWSLETTER OF B.U.G.A. U.P.  
Billboard-Utilising Graffitiists Against Unhealthy Promotions

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## Ruling Puts Heath's Wealth Before Health

The Supreme Court has ruled that the NSW State Rail Authority must continue a contract with Heath Outdoor Advertising, the company responsible for 114 winfield billboards placed along railway tracks.

The judge ruled that when the Health and Transport ministers decided in 1983 to ban cigarette advertising from all government transport property, the intention was that existing contracts would be honoured, but not renewed when they expired. The SRA's contract with Heath only started from January 1 1984, although it was drawn up in 1982. The contract will run for four years, during which time BUGA UP field officers will have to enforce the SRA's wishes as best they can.

Heath's challenge of the SRA's attempt to rid their property of cigarette advertising once again highlights the advertising industry's contempt for regulation in the interests of public wellbeing.

### Victorian Government Capitulates

Meanwhile, the Victorian Transport minister, Mr Crabb, has finally capitulated to pressure from the health establishment by announcing that no new contracts for cigarette advertising on government transport property will be signed.

This move brought an angry reaction from the advertising industry. The Managing Director of Alan Davis Advertising, who have the contract for transport advertising, claimed the decision would cost his company "millions" in lost revenue.

The Transport Minister said it would cost the government \$250,000. This suggests that Alan Davis is making a 300 percent mark-up on advertising space bought from the government and sold to the tobacco companies.

Incredibly, the Chief Executive of the Outdoor Advertising Association, Neville Trethowan, complained that his organisation had not been consulted before the decision was made. "It's totally unexpected," he says "The Minister just went ahead and acted without warning to suit himself"

Tut tut.



*BUGA UP steps in to alleviate the SRA's problem with Heath's billboards*

## Canadian Newspaper Puts Conscience Before Profits

The Kingston Whig-Standard has become the first daily newspaper to refuse to carry cigarette advertising for social and health reasons.

The publisher of the paper, Michael Davies, announced that as from January 1, 1985, they would be foregoing \$50,000 per annum in tobacco advertising, in an attempt to "stop these ads which equate smoking with a positive lifestyle. It's a small gesture, I would hope that it's going to have some effect."

This monumental decision was made in the wake of controversy surrounding an advertisement placed in another Canadian newspaper last October by the Non-Smokers' Rights Association. This full-page ad forcefully argued the case against cigarette advertising, and challenged newspapers to put conscience before cash by banning cigarette ads. The argument centred around the advertising industry's own Code of Ethics, which prohibits ads which encourage "unsafe or dangerous practices."

It read "This ad is a public appeal to the integrity of Canadian publishers. We believe most Canadian papers are run by honourable

men and women. However, if this is true, they should honour their own Code of Ethics and reject the promotion of death and disease."

The ad then went on to demolish the four main arguments used by the industry to justify cigarette advertising, and concluded with a plea to the public to "write the publisher of your papers. Tell them that 30,000 deaths a year can no longer mean "business as usual."

Commenting on the initiative of the Non-Smokers' Rights Association, the Editor of the New York State Journal of Medicine said "Clearly, the association is, along with BUGA-UP and ASH, deserving of a Nobel Prize in Medicine. It can now be considered as the foremost group in the world working to end cigarette advertising".

BUGA UP is now looking at the possibility of running a similar advertising campaign here, although at \$10,000 per page newspaper advertising does not seem particularly cost effective. (\$10,000 would buy more than 5,000 spray cans.)

Suggestions from readers with ideas along these lines are invited.

## Junk Mail Threat

A recent move by the Western Australian government to restrict unsolicited "junk mail" has been vocally condemned by the advertising industry. The State Litter Act will be amended so that it will be illegal to place junk mail in letterboxes marked "Australia Post Articles Only".

The Australian Direct Marketing Association has been the loudest critic, is "dismayed that the WA State Government feels it is appropriate to introduce legislation into an area where there is already excellent self regulation." The ADMA claims that it was in the throes of negotiating for the supply, free of charge, of letterbox signs for consumers who requested them, and that their members would respect such requests.

Now that WA intends to pass this legislation, the ADMA says that the cost of implementation will have to be borne by the taxpayer, presumably because the ADMA has scrapped its plans out of spite.

## Uproar Over Norman Ross Ads

A television advertisement for the Norman Ross discount chain has brought another storm of protest from the advertising industry.

The advertisement invites shoppers to throw away the opposition's "expensive junk mail", and that they will match the price in any competitor's catalogue. The theory is that the money they save by not distributing junk mail of their own can be passed on to customers.

Once again, the ADMA was the most outraged complainant, saying that "the emotional tone of the advertisements will add fuel to the minority (2%) thinking in the community that the technique is wasteful, ineffective and should be banned."

The Managing Director of Champion Press made an impassioned plea on behalf of "people employed as a result of letterbox-drop catalogues, in terms of the paper industry, the ink industry, the printing industry and distribution organizations", saying that the ads threaten their employment. This line of reasoning did not go down well with the more mainstream advertising people, who thought that, by and large, "all's fair if there's a buck in it."

A research officer of the Woolworths Marketing Intelligence Unit said, "As an advertising agency, it is not one's responsibility to provide employment opportunities, but rather to promote your client's product in the method best able to get the message across. If brochures or catalogues are inefficient, or perceived to be offensive, one should not be thinking of the number of jobs effected, but rather of how to improve the situation".

Another advertising agent said: "The sad tale that printing people, ink and associated workers will be put out of work doesn't wash in today's world. People can be deployed to other pursuits. The steel worker of last year is the chef of this year."

Regrettably, the advertising industry is more candid than consistent, as evidenced by the cries of horror that resound from every corner of North Sydney whenever advertising jobs are threatened by talk of restriction of cigarette and alcohol advertising.

## Consumers' Right

According to the ADMA, consumers who do not wish to have their letterboxes stuffed with unsolicited junk mail can write to the ADMA and ask to be removed from their members' mailing lists.

No doubt, if you do this, and take note of what junk mail subsequently arrives, you will find out what type of advertising is targeted to Class DLJM consumers (don't like junk mail).



## Brewers Jealous Over Light Launch

The general manager of Swan Breweries has accused the Victorian Government of "keeping in close" with Carlton and United Breweries, following the launch of C&UB's Abbots Extra Light beer.

The Victorian Health Minister, Tom Roper, participated in the media launch of the new beer which, according to the manufacturers, is so low in alcohol that it is possible to drink 22 glasses in an hour and still maintain a blood-alcohol level of 0.05. Alan Dymond, C&UB's marketing manager, explained that "We don't want to promote over-indulgence by telling consumers they can drink it ad infinitum. The emphasis of our advertising will be on the product's taste".

This claim is almost as incredible as the assertion that it was merely a fortunate accident that the government lowered the amount of alcohol a drink must contain to be defined as beer just one day before the product launch. Had this not happened, it would have been illegal to advertise Abbots as a "beer".



*Mr Roper helps himself to one or 22 glasses of the new brew at the Melbourne launching*

## MOP UP Moves Into Sponsorship

Imagine, for a moment, the kind of sport that is least likely to be sponsored by a tobacco company;

- It would have very few spectators
- It would attract no TV coverage
- There would be no scope for perimeter advertising
- Its players would positively endorse non-smoking

In its search for a sport to sponsor, MOP UP has found one which meets all these requirements, Women's Underwater Hockey. This is a game played at the bottom of an Olympic pool (not too many perimeter ads down there), using sticks the length of wooden spoons to get a heavy metal puck into a goal. The players don't use scuba gear, so good lungs are essential, which means that smoking is definitely out. To watch the game, spectators have to use goggles and snorkels to bob around the edge of the pool, gazing into the depths. So smoking for spectators is also out.

When MOP UP got wind of the fact that the Victorian Women's State Underwater Hockey Team was looking for a sponsor, it moved swiftly (once it had, collectively, stopped laughing) to outbid the tobacco companies and put up the hard cash.

The team's first victory came in January when it won the Australian Championships in Hobart. Predictably, the commercial media were not the least bit interested in a sport with such poor marketing potential, however the team's win and MOP UP's sponsorship did rate a mention on the ABC and one newspaper.

MOP UP plans to extend its sponsorship activities, and is calling for co-sponsors and for financial contributions to enable it to join Benson and Hedges as Patrons of the Arts.

Now imagine, for a moment, an art form that is least likely to be sponsored by a tobacco company...

# Tobacco Pushers Out Of The Race

Sponsorship advertising of cigarettes has been dealt another serious blow by the decision of Australia's most successful motor racing champions to dump their long association with tobacco sponsors.

Last month, Peter Brock ended his 12 year contract with marlboro in favour of a deal with Mobil Oil. Phil Francis, Director of Corporate Affairs of philip morris (manufacturers of marlboro) hastened to point out that the decision had been made by their company; that Brock had not dumped them. He said that they had made what was "purely and simply a business decision. We pulled out because it's become such a hot property that several others negotiated for the contract."

He scoffed at the suggestion that the move was a result of moves to remove cigarette sponsorship advertising from television. He must have been rather embarrassed when the truth was revealed some weeks later in the daily press. Brock confirmed that he was aware of the generally unfavourable public attitude to cigarette advertising.

## Logos "A Hassle"

"I feel easier not wearing Marlboro, logos" he said. "They were a hassle when I was being interviewed. If we were winning, the car was shown. But I felt that television companies don't like showing any more cigarette company presence than they have to.

"We kept running into regulations when we tried to promote the team. Theoretically we couldn't give away a poster or a bag to kids which showed a marlboro sign without technically breaking the law.

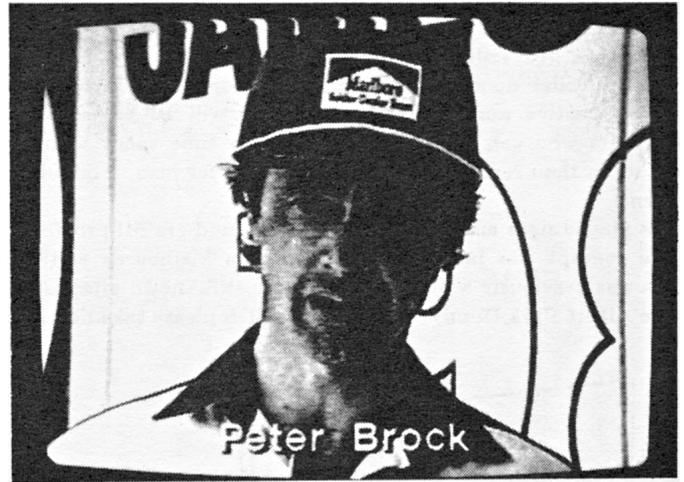
We and philip morris became very nervous. Eventually we made material that had the red and white shape but no name, or just Holden Dealer Team.

"GM-H wasn't allowed to use just three seconds of our cars winning at Bathurst in a Commodore commercial."

At that time, rothmans of pall mall said that Allen Moffat's Mazda team would continue to promote their brand, peter stuyvesant. This claim too was shown to be just wishful thinking when Moffat announced this month that he would not be renewing his contract with them.

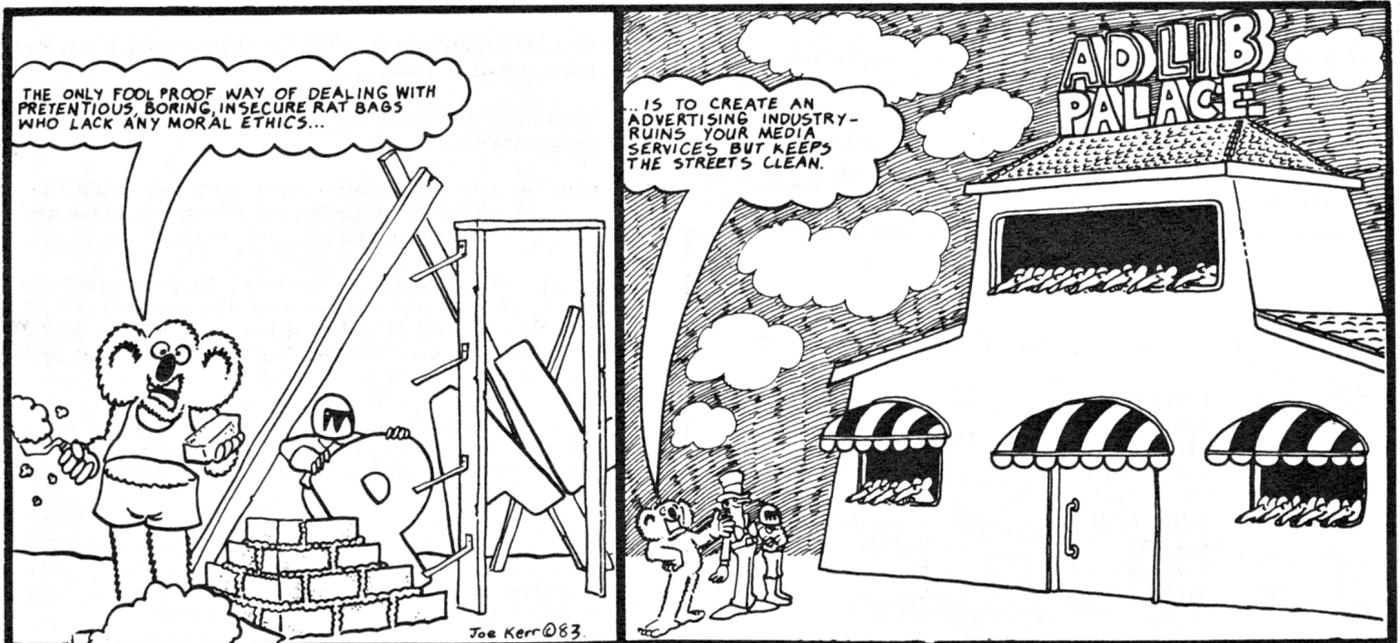
## Hostility

Mazda's Chief Executive, Ray Baxter, said he no longer wanted his cars associated with a cigarette company "because there is a significant number of people in the community who are hostile to cigarettes and we don't want that hostility to spread to us."



The speed and ease with which these two teams have found alternative sponsors puts paid to the tobacco industry line that sports could not survive without them.

Hopefully it is now just a matter of time before other organisations who have become financially hooked on tobacco realise that it is the tobacco pushers that need them, and not vice-versa.



## Closet Advertisers Ready To Roll

### Is nothing sacred?

Two "specialist" advertising companies, Creative Graffiti and Convenience Advertising are set to invade the last bastion of privacy. Toilet doors in clubs, pubs, airports and anywhere else where a captive audience is to be found will be rented out to advertisers who can take advantage of the time spent with little more to do than read ad (average 4 minutes for men, 6 minutes for women.)

The plastic signs are claimed to be vandal and graffiti proof.

The concept was launched last year at a Melbourne restaurant which was previously a public toilet and is still known affectionately as the Albert Park Dunny. Melbourne BUGS please take note.



## Drug-Addicted Sports Defend Dealers

The Confederation of Australian Sport has launched an advertising campaign in protest at proposed restrictions on display of cigarette and alcohol advertising on television.

Their advertisement shows a cricket bat being broken over a knee, with the caption "No-one likes a spoil-sport". It says that a "small-minded minority" has persuaded the Australian Broadcasting Tribunal to change the rules on sponsorship advertising. "Without sponsorship all sports will end up losing in a big way. And so will every sports lover. We believe sporting bodies should be free to accept or reject sponsorship from any source they choose."

David Jones, Chairman of the Broadcasting Tribunal, said that it was ironic that the ad calls for public discussion, when the Tribunal is constantly seeking public comment. He was also concerned that the ad portrayed the Tribunal as some sort of bogey, outside public control. It is in fact a statutory body, controlled by Parliament. Hardly a "minority group".

Isn't it fascinating to note how the same people who insist that advertising doesn't affect consumption of products acknowledge that their advertising can change public attitudes?

**BUGA. UP**

*For further information write to:*

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## BMA Takes Stand On Cigarette Advertising.

The British Medical Association has finally committed itself to a formal stand against all forms of tobacco promotion, including sponsorship. Dr John Dawson, head of the BMA's professional division, described tobacco sponsorship of the arts and sports an "a sick joke". The BMA has written to the Secretary of State for Social Services seeking total prohibition of cigarette promotion, and the abolition of the Health Research Promotion Trust.

This trust was set up to salve the Government's conscience as part of the recently renewed voluntary agreement, under which the tobacco industry will sponsor research into all aspects of health; except smoking. The first move in the BMA's programme has been the publication of a book entitled "Cigarette Advertising and Smoking: A Review of the Evidence", the "summary" page of which is reproduced below.

A spokesperson for England's equivalent to MOP-UP, AGHAST (Action Group to Halt Advertising and Sponsorship by Tobacco) described the move as "better late than never".

With such a prestigious body backing the cause, even the advertising industry press has been forced to review its stand.

### Ad industry concedes defeat

An editorial in "Marketing Week" magazine said "We welcome the BMA's campaign and wish them well, although there is a clear danger that success in this field may unduly encourage those who believe that advertising for a whole raft of products should be controlled or banned. We do not support this lunatic fringe... (Who could they be referring to?.. Ed.) It is hard to accept the argument that cigarette advertising exists only to encourage brand switching, and further controls on cigarette advertising, backed up by the Government's commitment to increasing the price through taxation - and we hope an increased campaign from the HEC - would contribute greatly to the health of the nation."

With cigarette advertising accounting for a just a couple of percent of the total advertising budget, the loss of revenue from this source might well be compensated by increased spending by health bodies, as hinted at in this editorial.

Hopefully the Australian advertising industry will realise that overseas trends are invariably followed here, and those relying totally on drug pushing for a living may soon find themselves out in the cold.

SUMMARY

- all major health, medical and consumer groups have identified a ban on all forms of tobacco advertising as an essential component of a comprehensive smoking control programme.
- tobacco advertising promotes the idea that smoking is acceptable, desirable and glamorous
- it undermines the credibility of government health education campaigns against smoking
- it stops the flow of full information about the health risks of smoking because many magazines and newspapers do not wish to offend their tobacco advertisers
- if tobacco were discovered tomorrow, no government would permit its sale, let alone its advertising. The argument that legally sold products can be advertised ignores the fact that the health risks of smoking were realised long after its use had become widespread
- tobacco advertising redistributes the market share of different brands and also swells demand by influencing non-smokers. Advertising by state tobacco monopolies is indisputable evidence of this
- children are the future of the tobacco industry and therefore primary targets for tobacco advertising. There is ample evidence of their interest in, and recall of, tobacco advertising
- there is no evidence that tobacco advertising provides any information that encourages smokers to switch to less dangerous cigarettes

*A page from the BMA's book*