

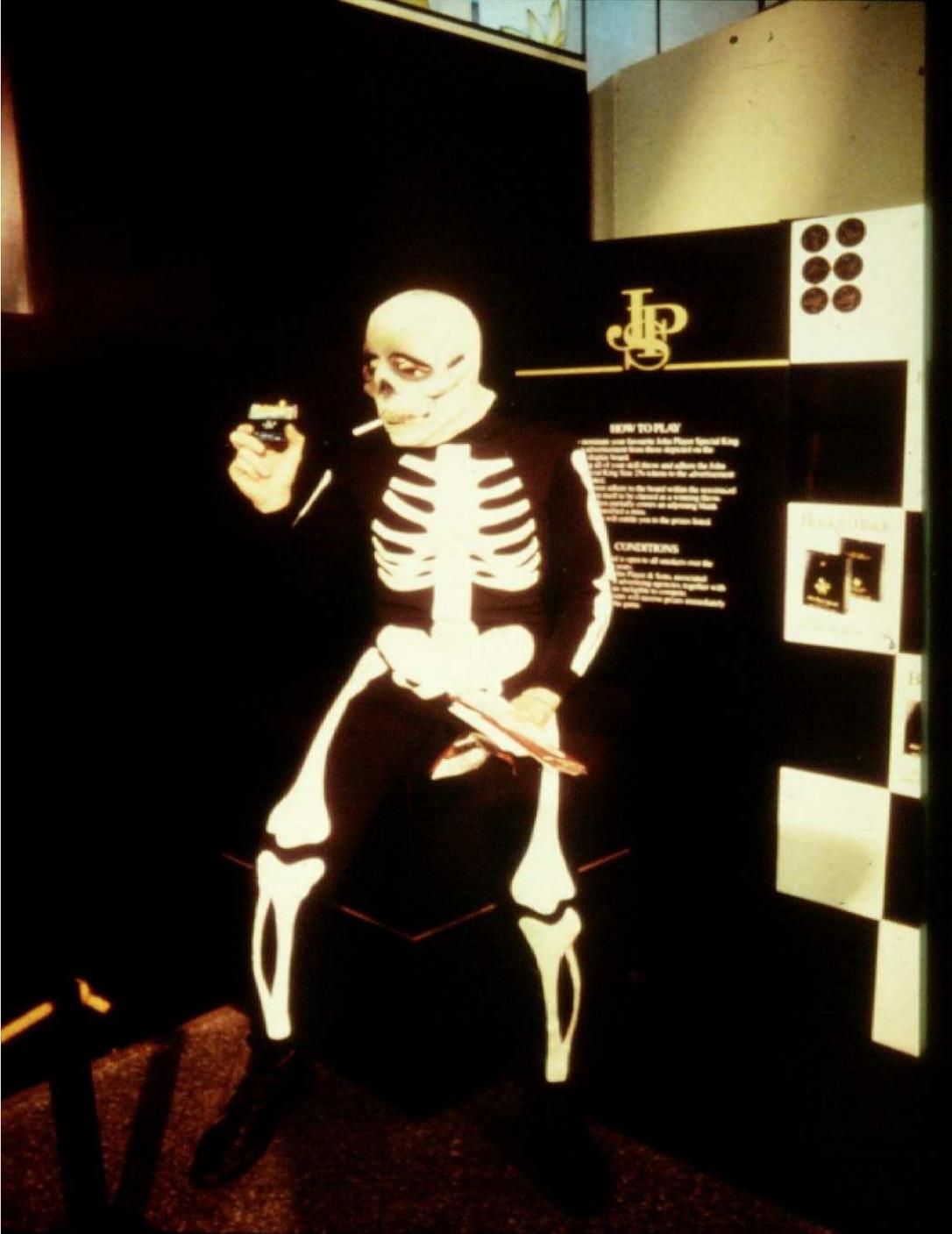
BUGA UP - You've come a long way baby

BUGA UP successfully used humour and satire to drive its message through careful and often minimal billboard 'refacing'. For example by blocking out several letters 'Benson and Hedges' could read as 'Be on edge' and 'John Player Special' could be changed to 'Lung Slayer Special'. The altered names were far from the original message that the tobacco companies intended and effectively turned the message on its head. BUGA UP correctly figured that humor was best way to send their anti tobacco messages.



Whilst BUGA UP is best remembered for 'refacing' billboards they were involved in many other forms of consciousness raising such as publishing regular newsletters (Billbored), producing anti smoking merchandise such as tee shirts, postcards and posters. These 'products' made it easier for concerned health care professional to support and promote the illegal activities and apply pressure on state governments. BUGA UP also used stalls at street fairs as part of their arsenal in their quest to educate the public and shame the tobacco industry. BUGA UP was involved in several elaborate media events, sabotages and spontaneous activism directed against the tobacco industry.

A fine example of spontaneous direct action and a quick win for BUGA UP occurred in a supermarket at Chatswood that was trialing new plastic bags carrying cigarette advertisements. A BUGA UP activist who happened to be shopping that day refused to have his groceries packed in bags emblazoned with cigarette advertising. He called up a fellow activist who also came to the store, filled his trolley to overflowing and proceeded to cause havoc at the cash register refusing the plastic bags with cigarette ads and the store manager was called. Shortly thereafter, 'poor customer acceptance' was cited as the reason for aborting the trial. The sabotage was a success.



Sabotaging a John Player Special promotion at Centrepont Sydney

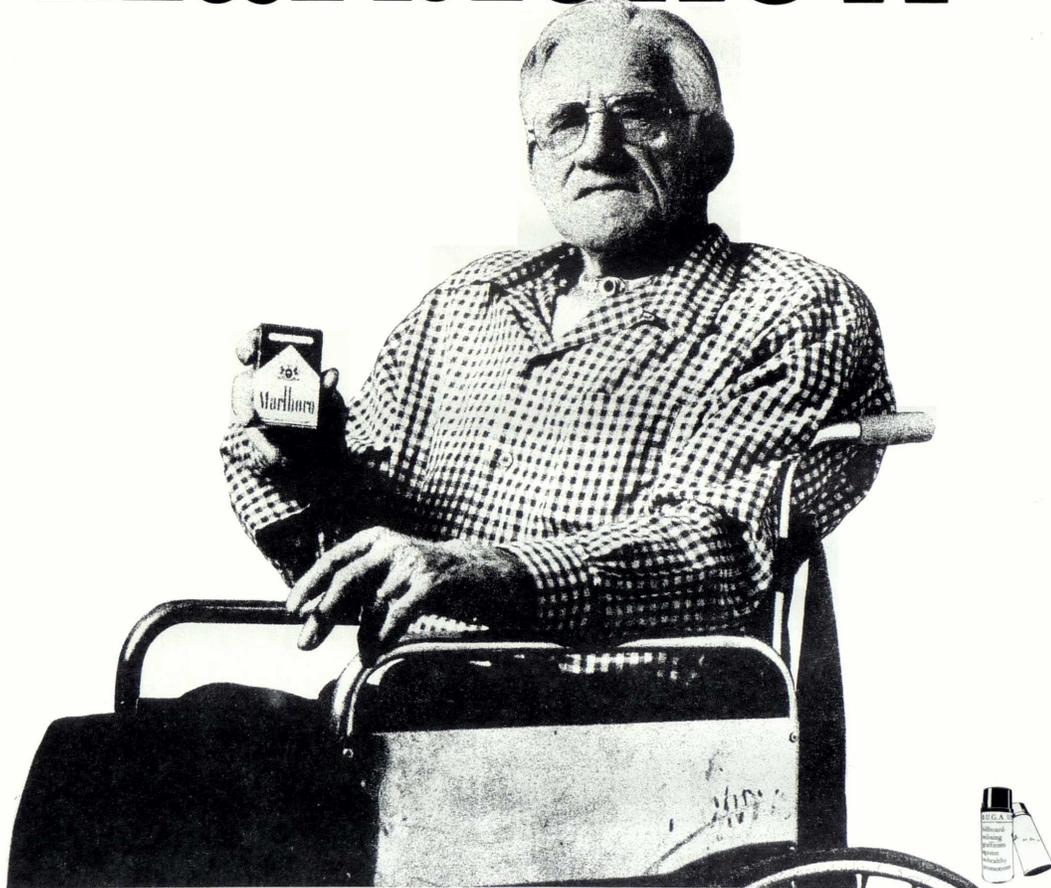


BUGA UP was involved in a number of media stunts including entering the Philip Morris competition in 1982 to find the new 'Marlboro Man'. The Marlboro Man campaign is cited as one of the most successful campaigns of all time and effected a quadrupling of sales of the brand within two years of the campaign's inception. Never shy of a challenge, BUGA UP found the perfect new Marlboro Man entrant in Frank, an elderly man in a wheelchair who smoked through his tracheotomy. Posters of Frank as the Marlboro Man were pasted across Sydney successfully tainting the Philip Morris campaign. In the spoof, Marlboro Man was changed to Marble Row Man providing witty comment on the long term effects of smoking on the lungs. The Philip Morris organisers were pretty unhappy about the sabotage as this prime media event was forced to be held at a secret location under tight security through fear of a visit by BUGA UP.

SEWER SIZE

\$25,000 REWARD For the MarbleRow Man.

MarbleRow



Mr. Frank C. of Darlinghurst in Sydney is a lifetime smoker. Due to an operation (tracheotomy) he now smokes through a hole in his neck. Frank is B.U.G.A. U.P.'s entrant in the \$25,000 Philip Morris' Marlboro Man Competition, someone they describe as having 'a strong and distinctly individual masculinity – that unique difference that personifies the flavour of Marlboro'.

DO YOU THINK FRANK WILL WIN?

If you want to help B.U.G.A. U.P.'s fight against the tobacco companies write to: B.U.G.A. U.P.; BOX 78 WENTWORTH BLDG; UNIVERSITY OF SYDNEY; 2006. N.S.W. AUSTRALIA.

BUGA UP's entrant in the Philip Morris Marlboro Man competition

Another BUGA UP stunt was the BUGA UP Logies, known as the 'Bogies'. With some of the glamour and many times the humour, this was the staging of an alternative advertising extravaganza. Awards were presented in categories such as the most misleading advertisement, the most inane jingle, the advertisement breaking the most regulations and the ugliest billboard.

1982 B.U.G.A. U.P. AWARD FOR

TASTELESS ADVERTISING

PRODUCT: Sterling Virginia 25s MANUFACTURER: W.D. & H.O. Wills AGENCY: Mojo

One smoker who wasn't in the running.

"Let's take the car for a run instead?" **"What a Sterling idea?"**

JUDGE'S COMMENT:
 "Appearing on the day of the 'City to Surf Fun Run', this ad displayed a truthfulness rarely found in cigarette ads. The tacit confession that smoking renders people incapable of physical exertion is an encouraging sign that at least some advertisers have a sense of moral responsibility. But to many people — especially those who have lost limbs due to peripheral vascular disease caused by smoking — this advertisement was a 'joke' in very poor taste."

LET'S END UNHEALTHY PROMOTIONS

If you share B.U.G.A. U.P.'s concern about the promotion of legal drugs join our campaign or send a donation to the B.U.G.A. U.P. Fighting Fund.

N.S.W.: Box 78, Wentworth Building VIC: Box 285, Fitzroy W.A.: Box 578, Subiaco
 University of Sydney Victoria 3065 W.A. 6008
 N.S.W. 2006

B.U.G.A. U.P. — WE'RE UNDOING IT

BUGA UP Logies – Winner of the tasteless advertising category

PART THREE

Tobacco sponsored events were often 'visited' by BUGA UP activists in a number of well orchestrated maneuvers such as the demonstration at the Art Gallery of NSW whilst hosting a Phillip Morris exhibition. Phillip Morris produced Marlboro and as part this exhibition a Marlboro Formula 1 racing car was placed in the foyer as a 'technology as art' exhibition. BUGA UP saw this as insidious advertising and planned an elaborate performance piece in which Ric Bolzan chained himself to the Marlboro racing car and read a piece on the abuse of art and exploitation of the Art Gallery by the tobacco industry. BUGA UP activists handed out plastic cups full of cigarette butts and oil and encouraged the willing audience to drop them over the car. Fortunately for Bolzan in the ensuing court case the charges of 'serious alarm or affront' were dismissed.



Ric Bolzan demonstrating against tobacco sponsorship of art events at the NSW Art Gallery in 1982