

The Sydney Morning Herald

News And Features; Spike

Spike Myths

Guest Editor David Dale

8 January 2002

[Sydney Morning Herald](#)

They're everywhere

We know it's a bit late to be still publishing round-ups of 2001, but we were so delighted by the skewering of the marketing industry in the latest issue of Adweek magazine that we have to pass it on.

Can you identify the products promoted by the ``five most memorable ad slogans'' of the year? ``Things that make you go Mmmmm''; ``There is no 'scape''; ``Prepare to fly''; ``It's about coming of age. (And just coming.)''; and ``Absolutely''.

(Answers: McDonald's; Ten's failed Web portal; Microsoft's planned launch for its XP operating system, rapidly changed to ``Surprise yourself'' after September 11; the stage musical Hair, which was cancelled because nobody came; Ansett).

The year's ``most talked about ads'' included the ``Absolutely'' series from the George Patterson Bates agency, which ``backfired when Ansett collapsed, leaving a rueful Gary Toomey bewailing the fact that he couldn't return to Australia without threats on his life because his `face was too well known''; ``the use of convicted killer Mark `Chopper' Read by J. Walter Thompson in its campaign for Black Flys sunglasses attracted attention, but did we need to direct more attention to the sicko?''; and the Cougar TV commercial from The Campaign Palace, which got media coverage when ``the Canadian talent was hauled off to Villawood Detention Centre for overstaying her visa ... the Palace should have stuck with their original idea of a certain celebrity sticking his fingers in his friend's drinks'' (we're guessing that's a Hopo reference erky perky).

The top celebrity endorsements were ``everybody's favourite little prat'', Jamie Oliver, who sold out to Yalumba wines; ``the elfin and expressive Pia Miranda'' (star of Looking for Alibrandi), who promotes Cadbury chocolate; ``miniature pop princess'' Nikki Webster, who became the face of Jaeger teen make-up; model mogul's wife Sarah O' Hare, who pushed Bond's bras; and golfer Greg Norman, who left Holden and joined Toyota, promoting a slow seller called the Avalon.

The scariest section is ``new places to find ads'', which include: on eggs; on coathangers (``Coathanger Magazine, safely sealed under the plastic wrapping of your drycleaning, guarantees ads will actually get into the house''); **in lifts (30 screens already installed by Inlink)**; in books (``novelist Fay Weldon accepted a large sum of money from top-notch jewellery company, Bulgari, to mention its name'' and the book, The Bulgari Connection, carried the name no less than 30 times); and on coins (``the one medium you can be assured won't be discarded or ignored'').

And Adweek gives a special mention to a campaign devised by Auckland's Foote, Cone & Belding, which involved placing the classified ad pictured below in the

employment sections of newspapers. Look at it twice. The client was the New Zealand Human Rights Commission.