



Presents

The 'Bin the Spin' Awards for the unhealthiest promotions of the month



Call for Nominations for Round Two



PHAIWA invites all eagle-eyed advocates to submit entries into the monthly 'Bin the Spin' Awards.

Have you seen unhealthy promotions that are...

- Misleading?
- Emphasise 'health' benefits of a clearly unhealthy product?
- Positioned in an inappropriate manner? (e.g. where children walk past on their way to school or next to a newspaper article about chronic disease); or
- For any other reason, strike you as 'not right'?

...then nominate them for the 'Bin the Spin' Awards!

Nominations are welcome from any marketing medium. For example:

- Newspaper or magazine ads
- TV ads (where you can capture a graphic)
- Billboards or other outdoor advertising
- Supermarket or shopping centre displays
- Product packaging
- Online or new technologies

How to enter:

Send an email to phaiwa@curtin.edu.au with a picture of the offending promotion, where it was seen and why you think it's the unhealthiest promotion of the month. There is no limit to the number of entries per person. Round two nominations close COB Monday 27 September 2010.

The PHAIWA selection panel will choose the winning entries judged as the 'unhealthiest promotions of the month'. Winners announced on 4 October 2010 at which time nominations for round three will open.

Questions? Email phaiwa@curtin.edu.au or call Myra on 92669081 or Julia on 92669079.

**View the round one winners on the next pages and
get inspired to submit an entry into round two!**

'Bin the Spin' Awards Round One Winners

Five equally deserving winners were chosen from the round one entries.



Entry by **Beth Newton**, Population Health, WACHS Great Southern:

SBS runs this ad repeatedly during Bear Grylls' Man Vs Wild program for the last few weeks. (8.30pm Mondays) It is offensive to me as they are obviously marketing to my teenage sons who love to watch Bear (Grylls) as I'm sure do even younger boys. It's "not right"!



Entry by **Candice Patterson**, Silver Chain:

Raffle tickets to support overseas aid workers in India with a total prize pool of over 100 bottles of wine. An organization promoting health in third world countries is then giving away mass amounts of wine in a \$2 raffle prize draw back home!



Entry by Professor **Rob Donovan** and **Lynda Fielder**, Curtin University:

Billboard advertising *Millers Chill* located directly opposite Scotch College, Swanbourne. This view is from a bench located in school grounds. Lynda made a complaint to the Outdoor Media Association and the billboard was removed. Millers were not only disguising the bitter taste of their beer but also their direct targeting of an underage market.

'Bin the Spin' Awards Round One Winners

BOURBON WHOPPER®



NUTRITIONAL INFORMATION

Servings per package: 1

	Energy	Protein	Fat - Total	Fat - Saturated	Carbo-hydrate	Sugars	Sodium
Average qty per serving	3976	40.8	58.4	17.9	64.7	13.8	1609
Average qty per 100g	1235	12.7	18.1	5.6	20.1	4.3	500

Entry by **Vicki White**, Diabetes WA:

This is the new whopper for Hungry Jacks: "the Bourbon Whopper". While it doesn't contain bourbon, do we really want our kids (any age) asking for a 'Bourbon' Whopper? It is seen on TV several times per night.

"Lighten your lunch
with Diet Coke."



Entry by **Myra Robinson**, Public Health Advocacy Institute of WA:

Having a salad for lunch is already a light lunch (although this salad appears to be a Caesar salad, but I'll leave the issue of unhealthy food disguised as salad for another time), it doesn't need the addition of a Diet Coke to "lighten" it. Although Diet Coke has very few calories, it also has virtually no nutritional value. If someone is health conscious and is looking to have a "light lunch" they would drink water, not Diet Coke.