



Presents

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



Call for Nominations for Round One



PHAIWA invites all eagle-eyed advocates to submit entries for round one of 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 one nominations close COB Monday 23 August 2010.

The PHAIWA selection panel will choose a winning entry judged as the 'unhealthiest promotion of the month'. Winners announced on 30 August 2010 at which time nominations for round two will open.

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

Here are some examples to get you started...



Spotted by Myra Robinson in The West Australian on 8 July 2010.
“Woolworths ‘the fresh food people’ with a full page ad for Coco Pops, not sure what’s ‘fresh’ about Coco Pops”.



Snapped by Mike Daube on 8 July 2010 on his way to the office.
“2040 kJ per 100g. 22.5g fat (2.1g sat fat). 479 mg Sodium...not what I would think of as fresh.”



Spotted by Julia Stafford on 10 April 2010.
“The sole focus of the ad is the absurdly cheap price for a large quantity of alcohol. A good promotion for irresponsible drinking.”