

Barbie's silver anniversary, beer spots highlight art advertisement awards

By HENRY SUM

“Was that a baby bottle up there? What does that tell us about our business?” asked Theo Dimson upon receiving an honorary award from the 1984 Toronto Art Directors Show.

An outstanding contributor over the years in the field of graphic design, Dimson's question to the audience at last Wednesday's gala presentation was poignant indeed, particularly when we consider some of this year's winners.

Each year, the Toronto Art Directors Club holds an awards presentation to honor the finest in radio, television and print advertising. This year the copywriters, illustrators, photographers, media buyers, agency heads and of course art directors all gathered at the new Metro Toronto Convention Centre. Bright, expansive and elegant, it was a superb choice for this year's exhibition.

If your television viewing has been rudely interrupted these past few months by those obnoxious Loto 6/49 ads, then you have Foster's Advertising to blame. These are the tedious commercials which depict potential millionaires sitting like dolts behind pieces of plexiglass while a didactic aesthete instructs them on the proper way to command “Home James”, pronounce famous artist's names “Mo-di-gli-ani,” or the correct way to savor caviar. Presumably a lottery player will get the opportunity to exercise these clichés when they win the jackpot. While the consumer dreams on, these ads actually came away with gold and silver awards.

The blue jean industry has been highly competitive these past few years and the swing towards designer jeans and trendy imports has been giving established manufacturers like GWG a run for their money. Although GWG's slogan of “Good Jeans, Real Jeans” may be

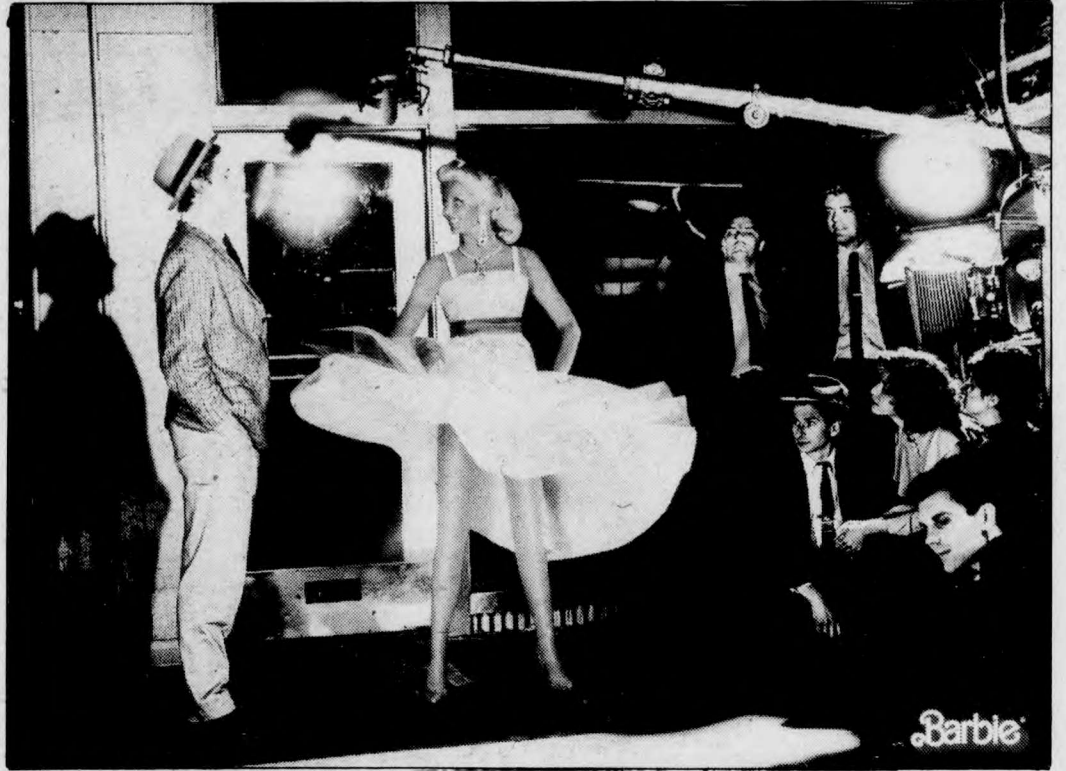
promising enough, their TV commercial displays a rather limp marketing campaign. While a preppy young man explains why he doesn't need cowboy jeans to herd cattle in the city, the camera pans down to reveal him sitting on a coin-operated rocking horse. The ad is not only undignified and stupid, but unjustified in winning a silver award.

Maclaren Advertising took gold and silver prizes for their energetic Molson campaigns. The triumvirate “taste that'll stop you cold” series, with its loud brassy rock music, sexy girls in slow motion and wet, wet bottles of beer looked and sounded exceptionally dynamic on the stage screen. The Molson Golden “Tap Dance” commercial on the other hand won a deserving gold award for its refreshing low-key approach.

The organizers of the show should be commended for their briskness in announcing the award winners. “Oscar-like” envelope opening and suspense building were happily done away with this year. Instead, the lengthy lists of contributors to an ad's creation were quickly rhymed off then followed by a visual presentation on the screen, much to the relief and satisfaction of the audience.

In the area of print advertising, it was amusing to discover that Mattel's Barbie Doll had turned 25. “After 25 years, Barbie isn't just a doll, she's an industry,” so reads the ad's headline, while the photo portrays Barbie adorned in a blue chiffon dress saucily up-lifted by a sidewalk air vent. Parodying the famous Monroe scene from “The Seven Year Itch,” the photo includes a gawking Tom Ewell and a complete film crew equipped with a huge panavision camera, sound booms and stage lights all gaping at our favorite ‘doll,’ Barbie.

The established firm of Doyle, Dane & Bernbach continues to hold down the Volks-



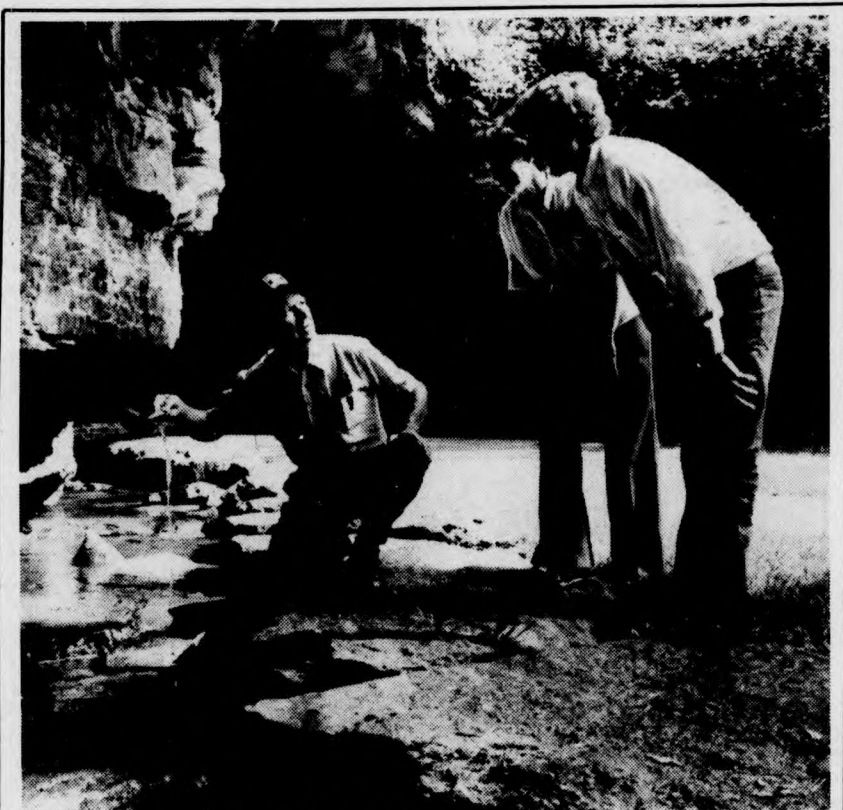
BARBIE MEETS TOM? Times change and dolls with it, as this silver anniversary Barbie poster demonstrates.

wagen account and their sly creativity hasn't waned a bit. By propping a stone age wheel beside a gleaming, chrome Volkswagen logo and running the headline, “Two major events in the history of locomotion,” D.D.&B. have once again elevated the humble Volkswagen to something of a classic.

“It was one of the few posters in bus shelters and subway cars that was stolen. They just couldn't keep it in the buses.” So commented art director Dave Gadke of Gray, O'Rourke & Sussman on the ever-so-cutesy Kodak ad with

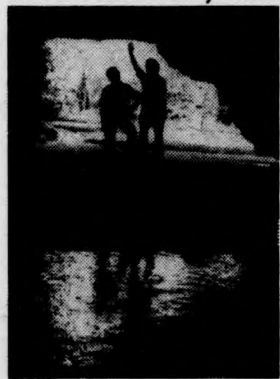
all the little babies “just hanging out.” “It's the consumer though. Think about the consumer. Think about what it's doing. The job it has to do. To sell film. It did its job. When you think about it that way, you change your ideas about what advertising has to do.”

Is this the ‘nurse-maiding’ that Theo Dimson was alluding to in his acceptance speech? If so then the talented people of the advertising industry represented in this show continue to milk us with their crafty puns, silly clichés and unreachable illusions of glamour.



Jack Daniel Distillery Named a National Historic Place by the United States Government

AT THE JACK DANIEL DISTILLERY, you can taste for yourself why our whiskey is so uncommonly smooth.



Iron-free, from an underground spring

As soon as you sip the water we use, you can tell it's something special. That's because it flows, pure and iron-free, from a limestone spring located deep under the ground.

At Jack Daniel Distillery, we've used this iron-free water since our founder settled here in 1866. Once you try our whiskey, we believe, you'll know why we always will.



If you'd like a booklet about Jack Daniel's Whiskey, write us a letter here in Lynchburg, Tennessee 37352, U.S.A.



MANAGE YOUR CAREER WITH A ROCHESTER M.B.A.

At the University of Rochester's Graduate School of Management you can manage your career with a highly respected M.B.A. With our wide variety of financial aid and loan programs, you can manage your finances, too. So, take charge, and manage your way to a top quality management education.

FOR FURTHER INFORMATION, CALL TOLL FREE:

From anywhere in the U.S. outside N.Y. State call:
1-800-621-0095

From within N.Y. State call:
1-800-462-0073

Call toll free during these hours:

Monday - Friday 8:30 a.m. - 5:00 p.m.
Tuesday 5:00 p.m. - 10:00 p.m.
Saturday 10:00 a.m. - 2:00 p.m.



**THE UNIVERSITY OF ROCHESTER
GRADUATE SCHOOL OF MANAGEMENT**
Rochester, NY 14627

Any undergraduate major can qualify you as an M.B.A. candidate.

TRAVEL CUTS Going Your Way! STUDENT WORK ABROAD PROGRAMME MAKE YOUR HOLIDAY WORK!

CFS has a way to help you cut travel costs and earn valuable work experience in Britain, Ireland, Belgium or New Zealand. You owe it to yourself to find out about:

Name: _____

Address: _____

Mail completed coupon to:

TRAVEL CUTS TORONTO

44 St. George Street

416 979-2406

TRAVEL CUTS TORONTO

96 Gerrard Street East

416 977-0441

The travel company of CFS

SWAP

CAREER DESIGN JOB INTERVIEW COACHING

video-taped practice

Did you know that most job interviewers make up their mind about you within the first four minutes. Those are the moments that count. At Career Design we help you handle the first crucial minutes and the rest of the interview as well. We coach you on the key questions employers like to ask and show you how to relate your strengths to the employer's needs. RESUME ASSISTANCE AVAILABLE.

CALL 498-0898