

## **Government propaganda ministry biggest advertiser in UK!**

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international / social/political / commentary

Now there's a revealing little morsel (see insert), but not a complete surprise as it matches proportional increases in advertising spending by the Australian and other Western governments - the propaganda expenditure in the USA, the nation with the most to hide and disguise, cannot be assessed as the figure is astronomical! Donald Rumsfeld, as Secretary of Defence, couldn't account for \$2.3 TRILLION, which 'somehow' disappeared in his Department, what hope then for accurate figures from thousands of agencies servicing various governments across the USA?

The increased expenditure by governments pursuing persuasive methodologies/technologies is a reaction (good) to two major trends, massive global disillusionment with puppet governments and the increasing need of governments to dupe and deceive the public!

[The character of the advertising industry is a known quantity; it is primarily a selling machine unconcerned with the integrity of its clients or the 'product' they are selling!]

Nevertheless, the growing tide of social discontent cannot be stemmed by marketing/advertising tricks and LIES, as the people now have a VOICE -- courtesy of the digital age -- and that voice has become the ONLY TRULY DEMOCRATIC VOICE OF OUR TIME! It is the VOICE of the PEOPLE, the MAJORITY, and the speed at which the PEOPLE alert each other of events and crimes committed by their governments defies all attempts to constrain it. Intelligent 'snakes in the grass' may choose to expose the nefarious deeds of their criminal governments before they too are decorated on the nearest light pole or adorned on other prominent structures. The deaths of millions of innocents will soon be avenged; the guilty will meet a well deserved and fitting end.

Futile and in some cases (Australia) laughable efforts to censor the internet are failing before they are implemented, notwithstanding that the nature of TODAY'S communications has already changed - you dumb fuck's!

With the advent of integrated portable devices (iphone etc) the people are direct-linking and forwarding data (often encrypted) across a wide variety of digital media, which makes any attempt at broad censorship impossible! Nobody can stem THIS TIDE; nevertheless, it is a source of great amusement watching political lackeys making ill-advised attempts to censor the FREE FLOW OF INFORMATION - you know what you can do with your plans, Mr Rupert Murdoch!

Ossified, traditional powers have been left far behind in this new and blindingly FAST digital age - be advised, Senator Conroy! The masses appropriate and ADAPT technologies to suit THEIR particular needs INSTANTLY, especially the need for instant communication.

It is not surprising that the needs of the PEOPLE for JUSTICE and PEACE are at odds with flag-waving murderers and traditionalists. What is surprising however is the failure of traditionalists to read the 'SIGNS' of the times!

**Government was UK's biggest advertiser in 2008**

by Amanda Andrews

New figures obtained by The Daily Telegraph from Nielsen Media Research, show that the Central Office of Information (COI) - the Government department responsible for communications and marketing - topped the list of the UK's largest spenders in the first 10 months of 2008.

The Government spent £158m on advertising from January to November 2008 and it is understood to have spent at a similar rate for the remainder of the year.

While the Government has always had a considerable marketing budget, the last time it topped the list of the country's biggest advertisers was in 2001. In 2001, the COI increased spend by about 40pc in an election year, while other marketers reduced budgets on the back of the recession.

In the first 10 months of 2008, Procter & Gamble has cut advertising spend by £16m. From January 1 to November 2007, the owner of brands such as Bounty, Crest, Pampers and Head & Shoulders, spent £161m on UK advertising and was the country's biggest spender on marketing. In the same period this year, that figure has fallen to £144.8m and P&G is in third position.

P&G's decision to reduce marketing spend comes as a surprise as the consumer products group is well known for continuing to spend on marketing in a downturn.

The group's philosophy of spending during economic downturns dates back to the 1930s. The Great Depression caused hardship for many US corporations as well as for individuals, but P&G emerged virtually unscathed following its sponsorship of the first soap operas on the radio.

However, some advertisers could simply be cashing in on the lower prices of television advertising, with TV advertising currently selling at 1992 prices.

Unilever appears to have learned from the P&G of the past and has increased spend. The consumer products group behind brands such as Colman's, Hellman's, PG, Flora and Marmite, spent £147m on advertising in the 10 months to November 2008, up £3.5m on the same period in the previous year.

BSkyB is in fourth place in the list of 2008's biggest advertisers, having spent £96m on UK advertising. However, this was a fall of 21pc on what it spent in the same period the previous year. Elsewhere, major retailers such as Marks & Spencer and car manufacturers such as Ford and Vauxhall have slashed their marketing budgets in the six months to October as the financial crisis has taken its toll, while supermarkets have boosted ad spend in a battle to prove that they offer the most competitive prices. Tesco boosted spend by 24pc to £77.6m, making it the fifth biggest spender on advertising, while Asda's spend increased by 56pc to £56.93m, making it the 12th largest spender, up from 31st place the previous year.

M&S dropped from 16th to 29th place

<http://www.telegraph.co.uk/finance/economics/4074852/Government-was-UKs-biggest-advertiser-in-2008.html>

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Cleaves Alternative News. <http://cleaves.lingama.net/news/story-1379.html>