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## Advertising and Development

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and discontent which they feel. Something must be done to spread both the burdens and the rewards of development more equitably. And it must be done soon, before discontent crystallizes in organized subversion; else we may well face a "time of troubles" such as South Vietnam, for example, is undergoing today. Symbolic gestures are no longer enough.

It is my fervent hope that the land reform bill recently signed will turn out to be more than symbolic gesture. The year 1963 can be a real watershed in Philippine history if landowners and government officials will set aside their personal interests and cooperate loyally in making land reform work. A second way in which something could be done to equalize the burdens of development would be a sharp curtailment of the conspicuous consumption indulged in by the wealthy, and the investment in productive enterprises of the money thus saved. Social pressure could be quite effective in this area; for example, if driving an expensive and late-model car, living in a mansion and smoking "blue-seal" cigarettes were to become not a status symbol but a sign of lack of patriotism. A little reflection will suggest other ways in which the burdens might be distributed more equitably.

JOHN J. CARROLL

## *Advertising and Development*

The advertising profession has made great progress in the Philippines since the early 1930's which first saw the emergence of organized advertising agencies. There are today 37 advertising agencies in the field with a little over a thousand employees. About 800 of these are employed by the 15 members of the Association of Philippine Advertising Agencies (APAA), which have billings of approximately ₱40 million.

At a recent "Conference on Advertising and Socio-Economic Development" organized by the APAA (24 July to 4 October 1963), 484 registered participants discussed in 11 sessions various aspects of the profession in its Philippine context: what it is, where it is going, how it can contribute to the social and economic development of the country. It was hoped that the conference would call attention to the important role of advertising in the totality of marketing within the present economic framework, secure rightful recognition of the function of advertising, and set new directions for advertising as an effective instrument of national growth.

Mr. Antonio de Joya's discussion of "Advertising Agencies and Their Contribution to the National Economy" summarized the advertising profession's own analysis of its role and function, its strengths and weaknesses. Mr. de Joya reviewed the history of advertising in the Philippines, enumerated the basic services which an advertising agency generally offers, discussed the various ways in which an agency contributes to the development of the economy, and outlined the possible growth areas of the profession. The problems posed by Mr. de Joya are many and complex, but the first step to their solution is to call attention to their existence.

Some of the moral problems which arise in advertising are particularly difficult. Both moralists and advertising men are agreed that false, misleading, exaggerated or pseudo-scientific advertising, packaging and labelling, as well as advertisements offensive to public decency or which exploit the weaknesses of the buying public, are morally wrong. However, in evaluating the morality of specific advertising techniques one must take into account the intention of the advertiser, the actual effects of the advertisement on the individual Filipino consumer and the public as a whole, and whether such effects are accidental or the necessary result of the technique as such.

It may be pointed out that advertising is licit if it encourages the consumption of products which have a real though limited utility. Advertising which aims at promoting the sale of intangible qualities and of products of little worth may be licit as long as it does not encourage immoderate or dangerous use of such products. But advertising which disturbs the free rational choice and the psychic equilibrium of the individual, or which creates or reinforces an ethos embodying a set of pseudo-values cannot be morally acceptable.

These general principles should be fairly obvious to all; but their application to concrete local situations can be very difficult. It is true that moral norms are absolute, not relative, but this does not mean that they can be applied univocally in radically different situations. As for advertising, moralists have not always been aware of nor have they always appreciated its specific problems. It is in this difficult area that moralists and advertising men must get together to work out satisfactory practical solutions to problems which demand solution both on the level of principles and the level of facts.

As for economic development, it is a common enough charge that advertising here has encouraged conspicuous consumption in a country where purchasing power and income levels are low and where badly needed capital should be employed in more constructive directions. In reply to this charge, Mr. de Joya cited with approval Mr. Rodolfo V. Romero's thesis (in the *MANILA BULLETIN*'S "Forum on Economics", 26 July 1963) that while certain kinds of advertising undoubtedly

tend to create a propensity for conspicuous consumption, nevertheless honest and sober advertising is necessary to support industry and commerce in a developing economy.

But this is precisely the crux of the question. *Has* advertising in the Philippines tended, on the whole, to raise the Filipino standard of living and promote economic growth, or merely to encourage conspicuous consumption? A simple yes or no will almost certainly be the wrong answer, for the problem of a developing advertising profession in an underdeveloped economy is a very complicated one involving many intangible factors incapable of statistical measurement.

A great deal was said at the conference about "creative" advertising, and the observation may be permitted that the trouble with much Philippine advertising is precisely that it is not creative enough, in the sense of being adapted to our Philippine culture, needs, temperament and environment. A billboard displaying a Filipina housewife wearing a fur stole and white gloves simply does not make sense. On the other hand, certain TV commercials which dramatically portray the human achievement behind the high quality of a new and distinctive product are particularly good examples of creative advertising, and we would like to see more of them on our TV screens.

On the whole, the advertising conference was a significant one for many reasons, but chiefly because if repeated regularly (as we hope it will be) it can mold a solid and systematic body of thinking on the role of advertising in our society, and thus be instrumental in promoting not only economic development but enlightened and intelligent public opinion.

VITALIANO R. GOROSPE

## *Monetary Policy and the Treasury*

In the monetary economics of the United States, the role of the Treasury as one of the principal instruments of financial and credit management is traditionally acknowledged. This is due to the fact that the U. S. Treasury exercises a number of major functions whose magnitude can effectively restrict or liberalize credit conditions, particularly in the short run. These functions involve revenue and expenditure policies, fiscal debt operations, and the disposition and size of its money balances and metal stock.

This substantial influence, which is wielded either in a positive or preventive manner, cannot be said of the Philippine Bureau of