

FOR IMMEDIATE RELEASE
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Lapus: pull out wrong TV ad

Education Secretary Jesli Lapus has asked the LBC Express Inc. to consider replacing its television advertisement that has drawn negative reaction from the public for conveying a wrong message – that something obviously incorrect can be considered correct.

Lapus was referring to a TV ad showing a young contestant in a spelling contest whose answer was adjudged correct when he answered “LBC” in spelling the word “remittance.”

In his letter to LBC president Santiago Araneta, Lapus said there are other positive approaches that can be used to promote company recognition.

“The method used in this particular LBC advertisement may have unintended adverse consequences on the education of young viewers,” Lapus said in his letter.

In response, Javier Mantecon, LBC Marketing Director has instructed their advertising agency to discontinue airing the advertisement immediately. Mantecon said LBC “values the education of the Filipino youth and highly regards the efforts of the Department in raising educational standards in the country.”

Lapus wrote both the president of LBC and the chairperson of the ADBOARD to air his concern. Lapus told ADBOARD chairman Charmaine Canillas that “LBC Ad would certainly not contribute” to the education of the young students. “It may even militate against our efforts to improve the quality of education,” Lapus explained.

“We respect the advertiser’s right to promote the product or service that it offers but we believe that this type of advertisement would tend to confuse young viewers,” Lapus said. “Mass media, particularly television, exerts a very strong influence on the minds of the young,” he added.

Lapus asked the LBC to replace the ad with one that conveys positive messages. He also asked the ADBOARD to cause the termination of the airing of LBC advertisement.

END

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