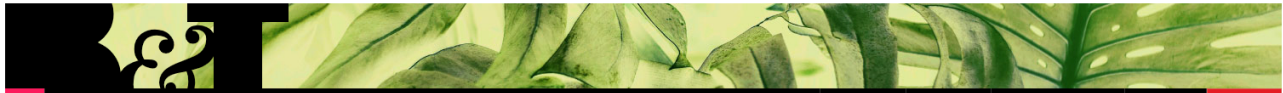


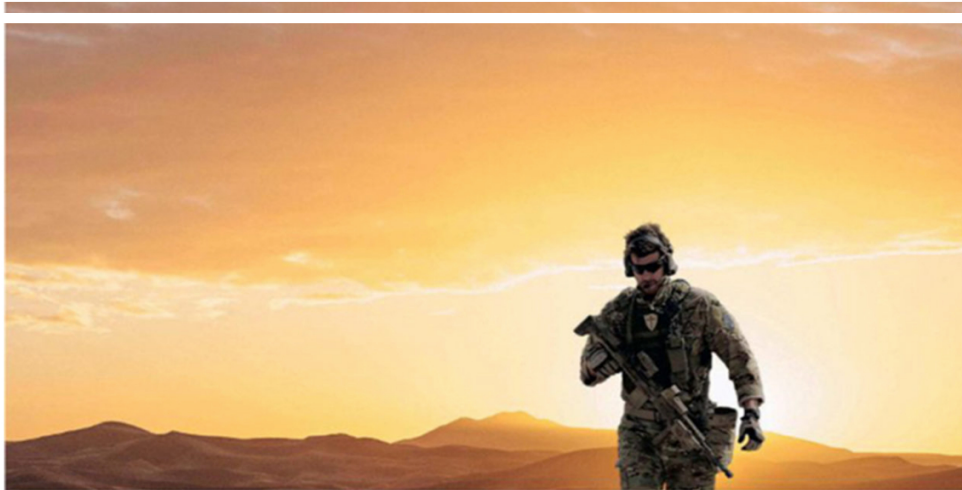
Discover our DOOH Resource Library by Vertical.

ACCESS NOW



INDUSTRY LEADERS SLAM SINGO'S BEN ROBERTS-SMITH APOLOGY AD AS 'RACIST' & 'AN AWFUL STAIN ON OUR INDUSTRY'

Discover our DOOH Resource Library by Vertical. ACCESS NOW Hivestack by Perion



An apology to Ben Roberts-Smith. From a Coward.



By ARVIND HICKMAN



INDUSTRY LEADERS SAID THE LANGUAGE USED IN THE AD'S COPY, INCLUDING TERMS LIKE 'YELLOW PERIL', HAS RACIST UNDERTONES AND COULD FALL FOUL OF THE AANA'S CODE OF ETHICS.

Media tycoon John Singleton's full-page ad in *The Australian* has come under attack from industry leaders. It follows recent news that he [recently separated from his seventh wife](#).

The ad, titled "An apology to Ben Roberts-Smith. From a coward" defends the former SAS soldier's actions in the heat of battle and thanks Seven West Media chair Kerry Stokes, who stumped up the money for his failed defamation suit against Nine's newspapers, which published a scathing investigation into Roberts-Smith alleged war crimes.

ADVERTISING

MORE STORIES



MICROSOFT ADVERTISING: "WE MAKE THE COMPLICATED SIMPLE"



GO TRANSIT MEDIA GROUP UNVEILS THE POWER OF REGIONAL TRANSIT ADVERTISING



AUSTRALIA'S AUTOMOTIVE INDUSTRY SHIFTS GEARS WITH CTV



AI-POWERED ROI: THE RETAIL MARKETING REVOLUTION



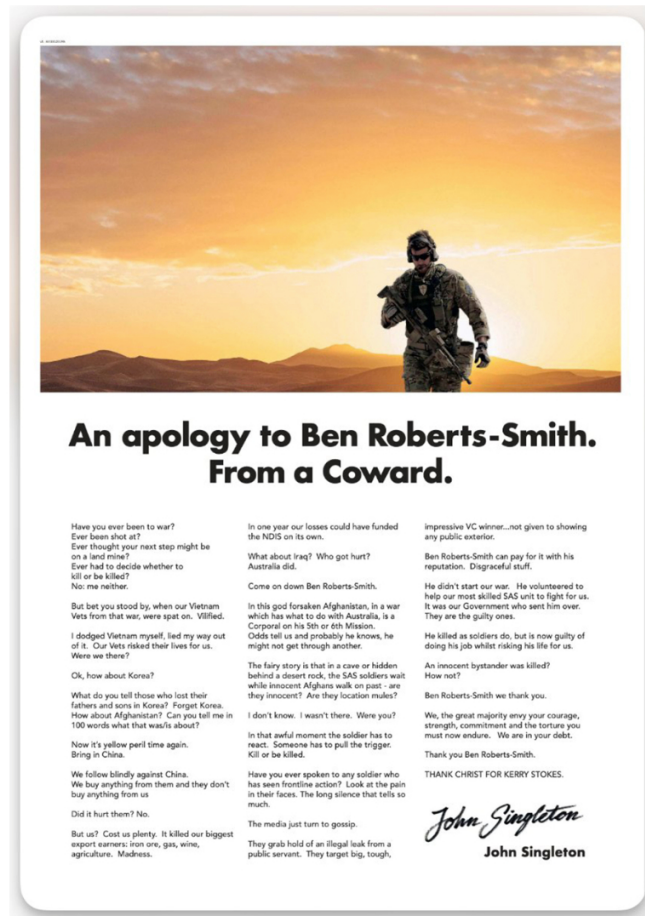
COMMISSION FACTORY & AGL ENERGY IGNITE STRATEGIC PARTNERSHIP TO EMPOWER AUSTRALIAN ENERGY CONSUMERS

Discover our DOOH Resource Library by Vertical. ACCESS NOW Hivestack by Perion

Written in the form of an ode, the copy said: "We, the great majority envy your courage, strength, commitment and the torture you must now endure. We are in your debt. Thank you Ben Roberts-Smith. Thank Christ for Kerry Stokes."

The ad also takes a swipe at Nine's reporters Chris Masters and Nick McKenzie, who broke the story about Roberts-Smith's war crimes in Afghanistan.

The ad (*pictured below*) stated: "The media just turn to gossip. They grab hold of an illegal leak from a public servant. They target big, tough, impressive VC winner...not given to showing any public exterior."



**An apology to Ben Roberts-Smith.
From a Coward.**

Have you ever been to war?
Ever been shot at?
Ever thought your next step might be on a land mine?
Ever had to decide whether to kill or be killed?
No: me neither.

But bet you stood by, when our Vietnam Vets from that war, were spat on. Vilified.

I dodged Vietnam myself. I led my way out of it. Our Vets risked their lives for us. Were we there?

Ok, how about Korea?

What do you tell those who lost their fathers and sons in Korea? Forget Korea. How about Afghanistan? Can you tell me in 100 words what that was/is about?

Now it's yellow peril time again. Bring in China.

We follow blindly against China. We buy anything from them and they don't buy anything from us.

Did it hurt them? No.

But us? Cost us plenty. It killed our biggest export earners: iron ore, gas, wine, agriculture. Madness.

In one year our losses could have funded the NDG on its own.

What about Iraq? Who got hurt?
Australia did.

Come on down Ben Roberts-Smith.

In this god forsaken Afghanistan, in a war which has what to do with Australia, is a Corporal on his 5th or 6th Mission. Odds tell us and probably he knows, he might not get through another.

The fairy story is that in a cave or hidden behind a desert rock, the SAS soldiers wait while innocent Afghans walk on past - are they innocent? Are they location mules?

I don't know. I wasn't there. Were you?

In that awful moment the soldier has to react. Someone has to pull the trigger. Kill or be killed.

Have you ever spoken to any soldier who has seen frontline action? Look at the pain in their faces. The long silence that tells so much.

The media just turn to gossip.

They grab hold of an illegal leak from a public servant. They target big, tough,

Impressive VC winner...not given to showing any public exterior.

Ben Roberts-Smith can pay for it with his reputation. Disgraceful stuff.

He didn't start our war. He volunteered to help our most skilled SAS unit to fight for us. It was our Government who sent him over. They are the guilty ones.

He killed as soldiers do, but is now guilty of doing his job whilst risking his life for us.

An innocent bystander was killed?
How not?
Ben Roberts-Smith we thank you.

We, the great majority envy your courage, strength, commitment and the torture you must now endure. We are in your debt.

Thank you Ben Roberts-Smith.

THANK CHRIST FOR KERRY STOKES.

John Singleton
John Singleton

'AN AWFUL STAIN ON OUR INDUSTRY'

Thinkerbell's national chief thinker Adam Ferrier told B&T: I applaud people speaking up for what they believe in, including Singo. I've always admired his ability to simultaneously not give a shit about what others think, and at the same time succeed on his terms.

"However, in this instance, I find his public stance in support of Ben Roberts-Smith in the face of all evidence and court findings deplorable. Just because someone joins the Army doesn't make them a good bloke or free from the morals and behaviours of a civil society."

Innocent CEO Jasmin Bedir told B&T that she was "furious" about the ad.

"This is a case of 'angry man yells at cloud'. It's a love letter from one privileged man to another one in a public forum which tries to undermine what the courts have decided. It's not only in bad taste, I don't think it would pass ad standards. It's really sad because it shows on full display what people feel is wrong with our industry," Bedir said.

"There should be a much bigger outcry about this than there is but nobody is going to say anything about it because you don't upset the old boys club. I'm sick of this...it's an awful stain on our industry."

It's not just the defence of Roberts-Smith's alleged war crimes that has been questioned by industry leaders; the use of "racist language" has also raised eyebrows.

In particular, the ad stated: "Now it's yellow peril time again. Bring in China. We follow blindly against China. We buy anything from them and they don't buy anything from us. Did it hurt them? No.

"But us? Cost us plenty. It killed our biggest export earners: iron ore, gas, wine, agriculture. Madness."

TrinityP3 founder and global CEO Darren Woolley told B&T that raising the China issue and using the term 'yellow peril' harked back to the era of White Australia policy, and at a

time when so many Australians are either born overseas or descend from Asia.

"It reminds me of what the Labor politician Arthur Calwell said in the late-40s that 'two Wongs don't make a white'," Woolley said.

"The Australian has the right to run whatever ad they like, and The Press Council is basically a toothless tiger, but I wonder if the Ad Standards Board has a say in this?"

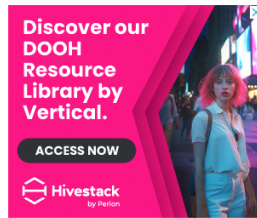
"The AANA's code of ethics clearly states that no advertising should vilify a group of people based on race. Raising the 'yellow peril' is vilifying a large percentage of the Australian population."

Woolley reckons that Singleton was probably motivated to run the ad as a favour to his friend Kerry Stokes, and that the media baron is "beyond caring" of any consequences and how the controversy might impact "brand Singo".

"They're all mates, these old white guys. They used to have lunch all the time at Otto's restaurant and they're and he probably feels like he is making a grand gesture of support," he added.

Another senior adland executive, who commented anonymously, was blunt in her assessment of the ad: "If ever you're worried about that time you publicly embarrassed yourself, just remember, at least you didn't take out a full page, racist, bootlicking print ad defending a war criminal."

News Corp Australia has been approached to comment on reactions to the ad.



Connect with:

[LinkedIn](#)

Please login with linkedin to comment

Latest comments



Onya Singo.....keeping up the fight against the wokedards of the ad industry.

Alan Zamparutti
says:
02/04/2024 at
5:03 pm

LATEST NEWS

7 minutes ago

Advertising

JCDECAUX SECURES ALL MAJOR BUS ADVERTISING CONTRACTS ACROSS SYDNEY

14 minutes ago

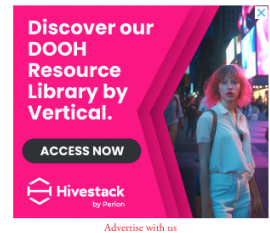
Marketing Media

COMMBANK LAUNCHES THE BRIGHTER SIDE TV ON 10 AND 10 PLAY

29 minutes ago

Media

IMAA ANNOUNCES NEXT FEMALE LEADERS OF TOMORROW PROGRAMME



42 minutes ago

THE FAST 10

48 minutes ago

OUT OF THE ORDINARY

1 hour ago

JAVAN

Advertising
FAST 10: AVID COLLECTIVE'S LUKE SPANO ON BUILDING DEEPER RELATIONSHIPS WITH LOCAL PUBLISHERS & ADVERTISERS

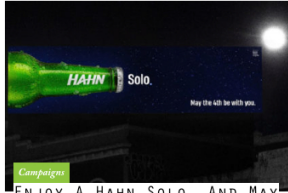
1 hour ago



Media
DAY MANAGEMENT APPOINTS PARAMOUNT'S TIM WALL AS HEAD OF TALENT AND PUBLICITY

Advertising
QMS BOOSTS NSW BILLBOARD NETWORK WITH AUSTRALIAN TURF CLUB AGREEMENT

2 days ago



Campaigns
ENJOY A HAHN SOLO... AND MAY THE FOURTH BE WITH YOU

Advertising
VMO SIGNS DEAL WITH STOCKLAND SHOPPING CENTRES.

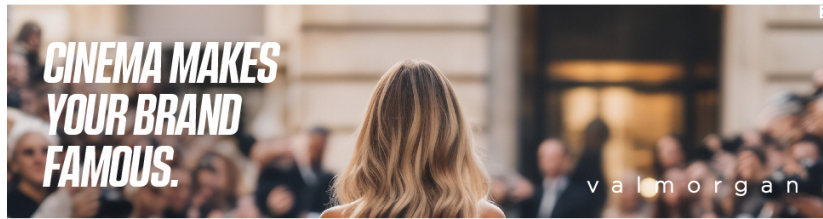
2 days ago



Marketing
DMARGE FOUNDER UNVEILS CREATOR-LED SOCIAL MEDIA AGENCY FEEDSTAR



Advertise with us



TV Ratings
TV RATINGS (02/05/2024): A TOTAL OF 1,753,000 AUSSIES WITNESS PORT ADELAIDE'S DEFEAT

2 days ago



Advertising
HOTGLUE CASHES IN WITH LA TROBE FINANCIAL DIGITAL MEDIA ACCOUNT

2 days ago



Advertising
M&C SAATCHI'S SYDNEY CREATIVE LEAD EXITS

2 days ago



Media
TAYLOR SWIFT'S MUSIC RE-ENTERS TIKTOK AS UNIVERSAL PENS LANDMARK DEAL

2 days ago



Media
HAVAS RED LAUNCHES INAUGURAL INFLUENCER WHITE PAPER

2 days ago



Campaigns
TWO SIDES GLOBAL CAMPAIGN REPORTS INCREASING GREENWASHING AS ORGANISATIONS FOCUS ON SUSTAINABILITY

2 days ago



Advertising
ARUGA LAUNCHES NEW HQ & CHANGED OWNERSHIP STRUCTURE

2 days ago



Campaigns
DELICIOUS & AMERICAN EXPRESS PARTNER TO LAUNCH MONTH OUT 2024 IN SYDNEY

2 days ago



Media
AUSSIE AD MARKET CONTINUES DECLINE IN MARCH

2 days ago



Media **WEBINAR**
VMA FOCUSES ON SKILLS AND

2 days ago



Technology
NEARLY 90% OF CONSUMERS

2 days ago



Campaigns
THE NATIONAL BREAST CANCER

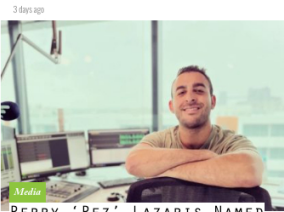
2 days ago



TRAINING FOR MEMBERS

WANT TRANSPARENCY ABOUT AI IMAGES, FINDS GETTY IMAGES REPORT

FOUNDATION PARTNERS WITH VML TO BOOST FUNDS



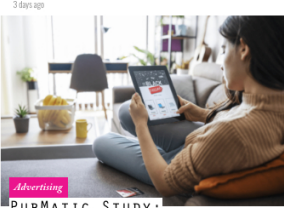
3 days ago
Media
PERRY 'PEZ' LAZARIS NAMED NEW NATIONAL HIT NETWORK ANNOUNCER



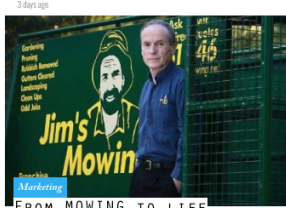
3 days ago
Advertising
BEFORE ADLAND: GARRY DAWSON'S JOURNEY FROM TEACHER TO MARKETER



3 days ago
Campaigns
SCOTT CAM URGES TRADIES TO PRIORITISE SUN PROTECTION



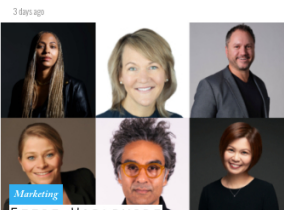
3 days ago
Advertising
PUBMATIC STUDY: ADVERTISING ON RETAIL MEDIA IS 50% MORE EFFECTIVE THAN SOCIAL MEDIA



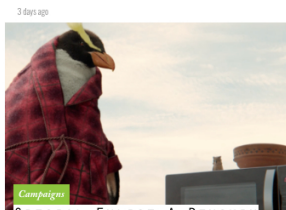
3 days ago
Marketing
FROM MOWING TO LIFE GROWING: JIM PENMAN LAUNCHES 'LIFE COACHING' SERVICES



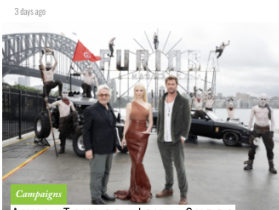
3 days ago
Campaigns
BUDWEISER BRAZIL TURNS SONGS THAT NAME DROP THE ICONIC BRAND INTO SPOTIFY ADS



3 days ago
Marketing
EFFIE WORLDWIDE STRENGTHENS BOARD WITH 6 NEW MEMBERS



3 days ago
Campaigns
SPECIAL ENLIST A PENGUIN NAMED NIGEL IN LATEST ENERGY CAMPAIGN FOR CONTACT



3 days ago
Campaigns
ANYA TAYLOR-JOY, CHRIS HEMSWORTH & GEORGE MILLER IGNITE SYDNEY FOR EPIC MAD MAX LAUNCH