

CORPORATION

A CONSTANT QUEST FOR PROFIT

increasing brand visibility™

making the brand 'cool'

mergers & acquisitions

MAXIMIZATION OF PROFIT THROUGH IMAGE BUILDING RATHER THAN UNIQUENESS OR QUALITY OF PRODUCT

CONSTANT REINVENTION of VISUAL language IN ORDER TO RESELL THE SAME Product

'BUYING' OF CUTTING-EDGE WORK

MUDDYING OF THE MEDIA'S SOCIAL RESPONSIBILITY

INSTANT COMMODIFICATION OF SUBVERSIVE OR COUNTER-CULTURE MOVEMENTS

LEGITIMIZING OF DICTATORSHIPS AND UNETHICAL REGIMES

POWER TO INFLUENCE GOVERNMENT POLICIES AND WORLD TRADE RULES

downsizing
mass firings
monopoly control of markets
limitation of consumer choice
CONTROL OF INFORMATION CHANNELS
monoculture

MANUFACTURE MOVED ABROAD TO ACCESS CHEAP LABOR

LOSS OF SECURE MANUFACTURING JOBS IN COMPANY'S COUNTRY OF ORIGIN
LOW-PAID PART-TIME OR TEMPORARY WORK
DECREASED WAGES AND LIVING STANDARDS
COMMUNITY DISLOCATION

UNSAFE CONDITIONS
FORCED OVERTIME
NO JOB PROTECTION
LOW PAY

INCREASE IN USE OF RESOURCES THROUGH TRANSPORTATION OF MANUFACTURED GOODS

Celebrity Endorsement



PERSON AS A PRODUCT

COMMERCIAL TAKEOVER OF PUBLIC SPACE

CONTROVERSIAL OR UNSETTLING POTENTIAL REMOVED TO PLEASE ADVERTISERS

ENVIRONMENTAL DEGRADATION
EVIASION OF ENVIRONMENTAL REGULATIONS

PASSING SOCIAL AND ENVIRONMENTAL COSTS ON TO SOCIETY

PRODUCT PLACEMENT

SPONSORSHIP

SATURATION OF THE VISUAL ENVIRONMENT BY ADVERTISING

- SPORTS**
 - AD CREEP
 - COMMERCIALIZATION OF LEISURE TIME
 - MAKING THE UNHEALTHY LOOK HEALTHY
 - ARTS**
 - AD CREEP
 - COLONIZING THE IMAGINATION
 - CORPORATE POWER ASSOCIATED WITH FREE EXPRESSION
 - LEGITIMIZING OF UNETHICAL COMPANIES
 - SCIENCE**
 - SELF-CENSORSHIP
 - DEPENDENCE ON CORPORATE FUNDING
 - INABILITY OF THE PUBLIC TO DETERMINE THE TRUTH
 - REPORT RESULTS AGAINST SPONSORING COMPANIES SUPPRESSED
 - BLURRING OF PUBLIC AND PRIVATE INTEREST
 - EDUCATION**
 - AD CREEP
 - INFLUENCE ON DIET
 - DONATED EQUIPMENT WITH CONDITIONAL USE
 - CORPORATE CONTROL OF TECHNOLOGY
 - INFLUENCE ON CURRICULUM
- ADVERTISING ON NONCOMMERCIAL TV, CIRCUMVENTION OF ADVERTISING RESTRICTIONS ON PRODUCTS SUCH AS CIGARETTES

PSYCHOLOGICAL EFFECTS

FEELINGS OF INADEQUACY
MOOD DISORDERS
CYNICISM

PRESSURE TO CONSTANTLY CONSUME

INCREASED USE OF WORLD'S RESOURCES

social problems

DEPENDENCE ON FOSSIL FUELS

DESTRUCTION OF ENVIRONMENT

OBESITY

DEBT

WORSENING GLOBAL WARMING
PROTECTION OF OIL RESERVES IMPLEMENTED AS PART OF FOREIGN POLICY

SPECIES EXTINCTION
NOTHING LEFT FOR FUTURE GENERATIONS

DIABETES
HEART DISEASE

FORCED CAREER CHOICES
FAMILY BREAKUP



[YOU ARE HERE]

SUPPORT BUY NOTHING DAY