

# 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

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

EVASION OF ENVIRONMENTAL REGULATIONS  
 ENVIRONMENTAL DEGRADATION

PASSING SOCIAL AND ENVIRONMENTAL COSTS ON TO SOCIETY

PRODUCT PLACEMENT

CONTROVERSIAL OR UNSETTLING POTENTIAL REMOVED TO PLEASE ADVERTISERS

SPONSORSHIP

- SPORTS**
  - AD CREEP
  - COMMERCIALIZATION OF LEISURE TIME
  - MAKING THE UNHEALTHY LOOK HEALTHY
- ARTS**
  - AD CREEP
  - COLONIZING THE IMAGINATION
- SCIENCE**
  - SELF-CENSORSHIP
  - DEPENDENCE ON CORPORATE FUNDING
  - INABILITY OF THE PUBLIC TO DETERMINE THE TRUTH
- EDUCATION**
  - AD CREEP
  - BRANDS IN TEXTBOOKS, SPONSORED COMMUNAL SPACES
  - REPORT RESULTS AGAINST SPONSORING COMPANIES SUPPRESSED
  - BLURRING OF PUBLIC AND PRIVATE INTEREST
  - INFLUENCE ON DIET
  - DONATED EQUIPMENT WITH CONDITIONAL USE
  - CORPORATE CONTROL OF TECHNOLOGY
  - INFLUENCE ON CURRICULUM

SATURATION OF THE VISUAL ENVIRONMENT BY ADVERTISING

PSYCHOLOGICAL EFFECTS

FEELINGS OF INADEQUACY  
 MOOD DISORDERS  
 CYNICISM

ADVERTISING ON NONCOMMERCIAL TV, CIRCUMVENTION OF ADVERTISING RESTRICTIONS ON PRODUCTS SUCH AS CIGARETTES

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