

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

downsizing

mass firings

monopoly control
of markets

limitation of
consumer choice

CONTROL OF
INFORMATION CHANNELS

monoculture

POWER TO INFLUENCE GOVERNMENT
POLICIES AND WORLD TRADE RULES

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

GOODS

EVASION OF
ENVIRONMENTAL
REGULATIONS

ENVIRONMENTAL
DEGRADATION

PASSING SOCIAL
AND ENVIRONMENTAL
COSTS ON TO SOCIETY

Celebrity Endorsement

PERSON AS A PRODUCT

COMMERCIAL TAKEOVER
OF PUBLIC SPACE

PRODUCT
PLACEMENT

CONTROVERSIAL OR
UNSETTLING
CONTENT REMOVED
TO PLEASE
ADVERTISERS

SPONSORSHIP

SPORTS

ARTS

SCIENCE

EDUCATION

SATURATION OF
THE VISUAL ENVIRONMENT
BY ADVERTISING

PSYCHOLOGICAL
EFFECTS

CYNICISM

FEELINGS
OF
INADEQUACY

MOOD
DISORDERS

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

AD CREEP
COMMERCIALIZATION OF LEISURE TIME
MAKING THE UNHEALTHY LOOK HEALTHY

COLONIZING THE IMAGINATION

AD CREEP
CORPORATE POWER ASSOCIATED WITH FREE EXPRESSION
LEGITIMIZING OF UNETHICAL COMPANIES

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
BRANDS IN TEXTBOOKS, SPONSORED COMMUNAL SPACES

AD CREEP
INFLUENCE ON DIET
DONATED EQUIPMENT WITH CONDITIONAL USE

CORPORATE CONTROL OF TECHNOLOGY
INFLUENCE ON CURRICULUM

PRESSURE TO CONSTANTLY CONSUME

INCREASED USE
OF WORLD'S
RESOURCES

social
problems

DEPENDENCE ON
FOSSIL FUELS

WORSENING
GLOBAL
WARMING

PROTECTION OF
OIL RESERVES
IMPLEMENTED
AS PART OF
FOREIGN POLICY

DESTRUCTION
OF ENVIRONMENT

SPECIES
EXTINCTION

NOTHING
LEFT FOR
FUTURE
GENERATIONS

OBESITY

DIABETES

HEART
DISEASE

DEBT

FORCED
CAREER
CHOICES

FAMILY
BREAKUP

[YOU ARE HERE]

SUPPORT BUY NOTHING DAY