Logos as Weapons

“Grease”

See:
http://adbusters.org/creativeresistance/spoofads/food/grease/

Week 8: November 4, 2003
Announcements

• No class next week.

• Essay 3 is due Nov. 18, in class (5-6 pages)

• Your presentations: Nov. 25, Dec. 2

• Final paper due last class: Dec. 9 (8 pages)
Naomi Klein, *No Logo*

- anti-corporate activism
  - "logo-forged global links for global citizens"
  - employment, civil liberties, civic space

- corporations produce brands, not products
  - cultural meaning of "swoosh"
  - brand = core meaning of corporation, not "advertisements"
Many faces of marketing

• Global branding

See http://adbusters.org/creativeresistance/spoofads/fashion/tommy/

• Ethnic branding

"Follow the Flock" (Adbusters.org)

• Cool hunting

• Situational marketing
Gladwell (1997) "The Coolhunt"

• The rules of cool
  – The quicker the chase, the quicker the flight
  – You cannot manufacture cool (even with celebrities)
  – You have to be one to know one.

• The key:
  – look for cool people first and cool things later

See
Look-Look.com

The point:
cool is social
Brands establish social ties

- Brands as . . .
  - corporate transendence
  - experience, lifestyle
Alex Shakar, *The Savage Girl*

- Chas: You need contradictions to make an ideal. (58)

- "Paradessence"

- Coffee, ice cream, muzak . . .

“Consumer Whore”

See

http://www.illegal-art.org/print/index.html#consumer
Paradessence

- "Every product has a paradoxical essence. Two opposing desires that it can promise to satisfy simultaneously. The job of the marketer is to cultivate this schismatic core, this broken soul, at the center of every product." (60-61)

- Alex Shakar, *The Savage Girl*

See

“notre future?”

Adbusters.org
Paradessence of Hip-Hop

• It works everywhere.

• It only works if it reflects local reality.

For example, Deev.org
Some examples

• Ads play with our assumptions about ads

• What are we consuming?

• What does it mean?
Jobs

See

http://adbusters.org/creativeresistance/spoofads/fashion/nike/
Public space

“Aim Higher”

See

http://adbusters.org/creativeresistance/spoofads/misc/aimhigher/
The global frontier

“Malboro: The New Frontier”

“Surgeon General’s Warning: Smoking is an Unhealthy Part of Any Regime”

See adbusters.org
“Fences of Enclosure, Windows of Possibility”
- http://www.nologo.org/

• Corporate branding is new transnational product
• Visibility is both strength and weakness
• "Control" of culture is tenuous (marketing vs. jamming)
• What is the paradessence of capitalism?