

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.

See
Look-Look.com

- The key:
 - look for cool *people* first and cool *things* later

The point:

cool is social

Brands establish social ties

- Brands as . . .
 - corporate transcendence
 - experience, lifestyle

Alex Shakar, *The Savage Girl*

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

“Consumer Whore”

- "Paradessence"

See

- Coffee, ice cream, muzak . . .

<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/spoof-ads/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?