>>> A Serious Proposal to End Advertising >>> (seriously!)

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>>> Old Quote #1
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"Advertisement is to capitalist society what political propaganda is to communist society"

Sven Lindqvist (Reklamen är livsfarlig, 1957)

[2/13]



What is the problem with advertisement?

[3/13]

1. Ads are annoying (the human perspective)

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- 2. Ads affect consumption (the environmental perspective)

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[4/13]

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- 2. Ads affect consumption (the happiness perspective)
- 3. Ads distorts competition (the capitalist perspective)
- 4. Ads distributes space of speech to the highest bidder (the democratic perspective)
- Ads centralise the Internet, commodify users (the integrity perspective)
- 6. If we agree with the above, ads are a very silly way to spend enormous amounts of money more than 10 billion Euro in Sweden alone (SCB 2015)

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[5/13]

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[5/13]

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[5/13] [5/13]

...we spend €10 000 000 000 every year, to casually corrupt

- * Democracy
- * Media
- * Public space
- * The market
- * and the digital <u>infrastructure of the Internet</u>
- * in the most annoying way possible!

[5/13]



What can we do about it?

[6/13]

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- 4. Change the goverment financial support to publications in reverse proportion to their ad income
- 5. Protect the language: "free" and "gratis" are misleading for ad financed services



How do we get there?

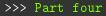
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- Create a mobile phone application that simplifies reporting offensive ads
- 3. Create and collect studies that show the social and economic impact of ads and ad bans



Unresolved issues

>>> Part four: Unresolved issues

1. Spam

"]\$ _ [11/13]

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- 2. Sponsorship of events and actions

[11/13]

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- 1. Spam
- 2. Sponsorship of events and actions
- 3. Adbusting

[11/13]

>>> Old Quote #2

"Man is at his vilest when he erects a billboard.

When I retire from Madison Avenue, I am going to start a secret society of masked vigilantes who will travel around the world on silent motor bicycles, chopping down posters at the dark of the moon."

David Ogilvy, The father of modern advertising (1963)

[12/13]

>>> Part Q

Questions?