

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

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Date: November 4, 2017

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>>> Old Quote #1

''Advertisement is to capitalist society what political  
propaganda is to communist society''

*Sven Lindqvist (Reklamen är livsfarlig, 1957)*

>>> Part one

What is the problem with advertisement?

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5. Ads centralise the Internet, commodify users (the integrity perspective)

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1. Ads are annoying (the human perspective)
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)
5. 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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- \* Democracy
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- \* in the most annoying way possible!

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>>> Part two
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3. Replace blacklist with whitelist for unsolicited mail and telephone calls
4. Change the government financial support to publications in reverse proportion to their ad income
5. Protect the language: "free" and "gratis" are misleading for ad financed services

>>> Part three

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1. Gather and show support for this change through a campaign
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  - \* Draft a press finance proposal with publications
2. 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

>>> Part four

Unresolved issues

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## 1. Spam

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

>>> 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)*

>>> Part Q

Questions?