

diagnosis

Looking over the Wall:
the need to think beyond our usual silos

What are the key problems facing human kind?

industrial epidemics

3m alcohol deaths in 2016:
7.2% of prem deaths (WHO 2018)

self-harm

88% of Europeans die by their
own lifestyle choices (WHO 2017)



inequalities

8 men now own more than half
of humanity (Oxfam 2017)

corporate power

Corporations are bigger
than countries (Oxfam 2017)

our consumption behaviour

corporate marketing

Of Marketing and Human Folly: Time to Change the Narrative

*Gerard Hastings
Institute for Social Marketing,
Stirling University*

Structure

1. Examining marketing
2. Marketing in Action: the case of infant formula
3. The big picture: the reality of corporate marketing
4. The need for radical change

Corporate Marketing

The Four Ps :

- Practices
- Personality
- Philosophy
- Politics

Point of sale

Games

Print media

Augmented reality

Celebrity Endorsement

Sport sponsorship

Websites

TV commercials

marketers study us well

know our every move, emotion,
weakness

spoil, flatter, coax and seduce us

this gives them immense power

Smart appl

Facebook

Online shop

Guerrilla

Display adverts

YouTube

E-mails

Downloads

Product design

Mobile

Influencers

Twitter

Practices of Marketing

Multiple RCTs show how it sells us alcohol, tobacco and junk food

But who needs RCTs....

Beauty products

'Saying you don't care about privacy because you have nothing to hide is no different from saying you don't care about freedom of speech because you have nothing to say.'

(Snowdon 2019)



Fashion changing by
the week rather than
by the season

Smart Phones
the first generation to
pay for the means of
our own surveillance

Practices of Marketing

Ours is 'a society that is, to an unusual degree, business-run, with huge expenditures on marketing: \$1trillion a year, one-sixth of the gross domestic product, much of it tax deductible, so people pay for the privilege of being subjected to manipulation of their attitudes and behaviour.

(Chomsky N (1999) Profits Over People)

Examining Marketing

The Four Ps :

- Practices
- Personality
- Philosophy
- Politics

Personality of Marketing

The fiduciary imperative: corporations always put their own interests first

Psychopath

Joel Bakan: The Corporation

'asked a psychiatrist called Dr Hare to apply his diagnostic checklist of psychopathic traits to the corporation's institutional character, he found there was a close match....

Irresponsible, manipulative, superficial, lacking empathy, asocial tendencies, refusing responsibility, no remorse

Personality of Marketing

Psychopathic

Charm: we feel good even as our pockets are picked and our souls trashed

This charm is at its most venal in CSR...

CSR: The Parable of the Bad Samaritan

Gerard Hastings^{1,2}

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The Story of the Crying Indian



Drinks industry (NSDA) Keep America Beautiful campaign:
“people start pollution, people can stop it”

Disposable containers were immensely profitable and enabled centralised production → more money & power. Trouble is they also greatly increase littering

Real aim: change the narrative to individual responsibility and so fend off laws mandating Deposit Return Schemes

Textbook example of Dr Hare’s Psychopathic tests

Irresponsible, manipulative, superficial, lacking empathy, asocial tendencies, refusing responsibility, no remorse – including charm

Coca-Cola cans and bottles top list of rubbish on UK beaches

Fiona Harvey

Environment correspondent

Coca-Cola bottles and cans are the most commonly found pieces of packaging polluting British beaches, making up nearly 12% of all the litter, says Surfers Against Sewage (SAS).

(Guardian, 15 May 2019)

Examining Marketing

The Four Ps :

- Practices
- Personality
- Philosophy
- Politics

Philosophy of Marketing

Materialism

- *Greed is good: consumer orientation; our satisfaction; excellent customer service*
 - *Problems are solved by shopping*
 - We love being pampered & indulged at every turn
 - Loyalty cards:
 - Tesco's Club card: 16 million members;
 - its rival Sainsbury has over 19 million (Express 2016)
- 'shoppers in the UK are second only to those in Finland in the likelihood of having at least one loyalty card'* (Nielsen)

Philosophy of Marketing

And yet we know this is madness:

'the aim should be to produce the maximum of wellbeing for the minimum of consumption'

(Schumacher)

Examining Marketing

The Four Ps :

- Practicalities
- Personality
- Philosophy
- Politics

Politics of Marketing

Extraction: natural resources & the domination of nature

The image is a screenshot of the Amnesty International website. At the top left is the Amnesty International logo. The navigation menu includes: WHO WE ARE, WHAT WE DO, COUNTRIES, GET INVOLVED, DONATE NOW, NEWS, CAMPAIGNS, EDUCATION, and RESEARCH. The main content area features a photograph of a person in a yellow shirt and boots wading through a polluted, muddy stream. Overlaid on the image is the text: SHELL: #MAKETHEFUTURE – CLEAN UP THE NIGER DELTA. Below this is a black box with white text: Slick PR can't disguise Shell's devastating oil pollution in Nigeria. At the bottom, three statistics are presented in large, bold, underlined numbers: 70,000 KM², 1,693, and 55,809,000. Each number is followed by a small explanatory text block.

AMNESTY INTERNATIONAL

WHO WE ARE WHAT WE DO COUNTRIES GET INVOLVED DONATE NOW

NEWS CAMPAIGNS EDUCATION RESEARCH

**SHELL: #MAKETHEFUTURE –
CLEAN UP THE NIGER DELTA**

Slick PR can't disguise Shell's devastating oil pollution in Nigeria.

70,000 KM²
Size of the Niger Delta (equal to the Republic of Ireland)

1,693
Recent Niger Delta oil spills Shell has admitted to (real number will be much higher).

55,809,000
Litres of oil Shell admits spilling in the Niger Delta since 2007 (a massive underestimate according to Amnesty's research).

Politics of Marketing

Extraction: natural resources & the domination of nature

Exploitation: sweat shops and conflict minerals



Life and death in the forbidden city



"THIS IS WHAT WE DIE FOR"

HUMAN RIGHTS VIOLATED IN THE DEMOCRATIC REPUBLIC OF THE CONGO POWER THE GLOBAL TRADE IN COBALT



Conflict minerals



Rana Plaza

Our consumerism is the bastard-child of colonialism

(Patel & Moore 2018)

Politics of Marketing

Extraction: natural resources & the domination of nature

Exploitation: sweat shops and conflict minerals

The apparatus of justification:

“whether or not such extreme inequality is or is not sustainable depends not only on the effectiveness of the repressive apparatus but also, and perhaps primarily, on the effectiveness of the apparatus of justification”

(Thomas Piketty, Capital)

in a consumer society, gulags and secret police are bested by the mall and the smartphone

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Michael Rosen:

Fascism: I sometimes fear...

Corporate marketing uses the same play-book

I sometimes fear that people think that corporate marketing arrives in fancy dress worn by spivs and conmen as played out in endless re-runs of Dallas and Madmen

*Social Media Marketing

Corporate marketing arrives as your friend

* 98% of Facebook's revenue comes from advertising

The link between the
tobacco industry and
the military: tobacco
was part of the
standard rations of all
UK and US soldiers

It will restore your honour

by sponsoring your favourite football
team or the Olympic Games

make you feel proud

MOST EXPENSIVE GATED
COMMUNITIES IN AMERICA



protect your house

14th July 2012

Whisky firm: Price policy will cost jobs

By Alison Campsie

The Scottish Whisky Association (SWA), which has consistently opposed the minimum pricing proposal, says 250 to 400 Scottish jobs could be at risk.

anti industry = anti jobs

give you a job



Remember the Crying Indian

clean up the neighbourhood

anti-aging lotions and motor bikes

remind you of how great you once were

Big Alcohol will clean up African Alcohol business

One of the most significant changes that the African alcohol industry has recently seen is consumers' progression from – often illegally – locally brewed drinks to branded wine, spirits and beer products. “This movement towards safer, better quality, formal alcoholic drinks is being driven by improving disposable incomes and greater involvement and investment in the region from the multinational drinks companies, which are the key drivers to growth”

(Daniel Mettyear, Senior Analyst at International Wine & Spirit Research)

clear out the venal and the corrupt

Social media again:

“deeper, scarier, more insidious problem: we now exist in these curated environments, where we never see anything outside our own bubble ... and we don’t realise how curated they are.”

(Emily Taylor, Guardian 2017)

remove anything you feel is unlike you...

*It doesn't walk in saying:
"Our programme means
industrial epidemics, extraction,
conflict minerals, greed and
climate breakdown."*

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The need for radical change

The diagnosis: the threat of corporate marketing

- its power is getting us to destroy the planet
- its charm is helping us feel okay about doing so
- its ubiquity is blinding us to new narratives

*“Will our future generations, standing in a rising pool of swirling waters, not beseech us with this question—‘Why didn’t you do something?’
And what will that say of us?”*

(Amitav Ghosh, The Great Derangement)

The need for radical change

Alternative stories:

- Our own history:
 - as our way of life has been pushed across the world it has resulted in the deaths not just of countless people, but countless peoples.
 - Our wealth is built on genocide

The need for radical change

Alternative stories:

- Our own history
- Indigenous peoples:
 - *“who still know the secrets of sustainable living” who “are not relics of the past, but the guides to our future”* (Roy 2011)
 - *“to live you must respect the world, the trees, the plants, the animals, the rivers and even the very earth itself”* (Guardian 2019)

The need for radical change

Alternative stories:

- Our own history
- Indigenous peoples
- The Green New Deal

“The idea behind the Green New Deal is a simple one: in the process of transforming the infrastructure of our societies at the speed and scale that scientists have called for, humanity has a once-in-a-century chance to fix an economic model that is failing the majority of people on multiple fronts. (Klein, Guardian 2019)

The need for radical change

Alternative stories:

- Our own history
- Indigenous peoples
- The Green New Deal
- Ten year guarantees on all products:
 - Local repairs
 - Quality production (no built-in obsolescence or unrepairability)
 - Price: usage not ownership
 - Food-style labelling for production values

The need for radical change

Will a new story immerge? Will it succeed?

I don't know; the augers are grim

But it will help us “escape the toxicity of the mindset that brought us here” (Rowan Williams 2019)

It can give us hope

« *Je suis bien content de connaitre la résistance. Je ne vais plus être tellement malheureux. Je comprends la vie et je l'aime J'ai la foi.* » (Kessel 1943)

We are the experts in behaviour change;
surely we have faith