

*'It takes skill and time to steam our corporate image into a velvety foam of bollox'*

This is what marketers do; we are marketers  
– which raises tough questions

# the marketing matrix

Gerard Hastings

Lisbon  
November 28<sup>th</sup> 2012

# structure

## 1. Problems of marketing

- Public health
- Individual harm
- Collective harm

## 2. Solutions to these problems

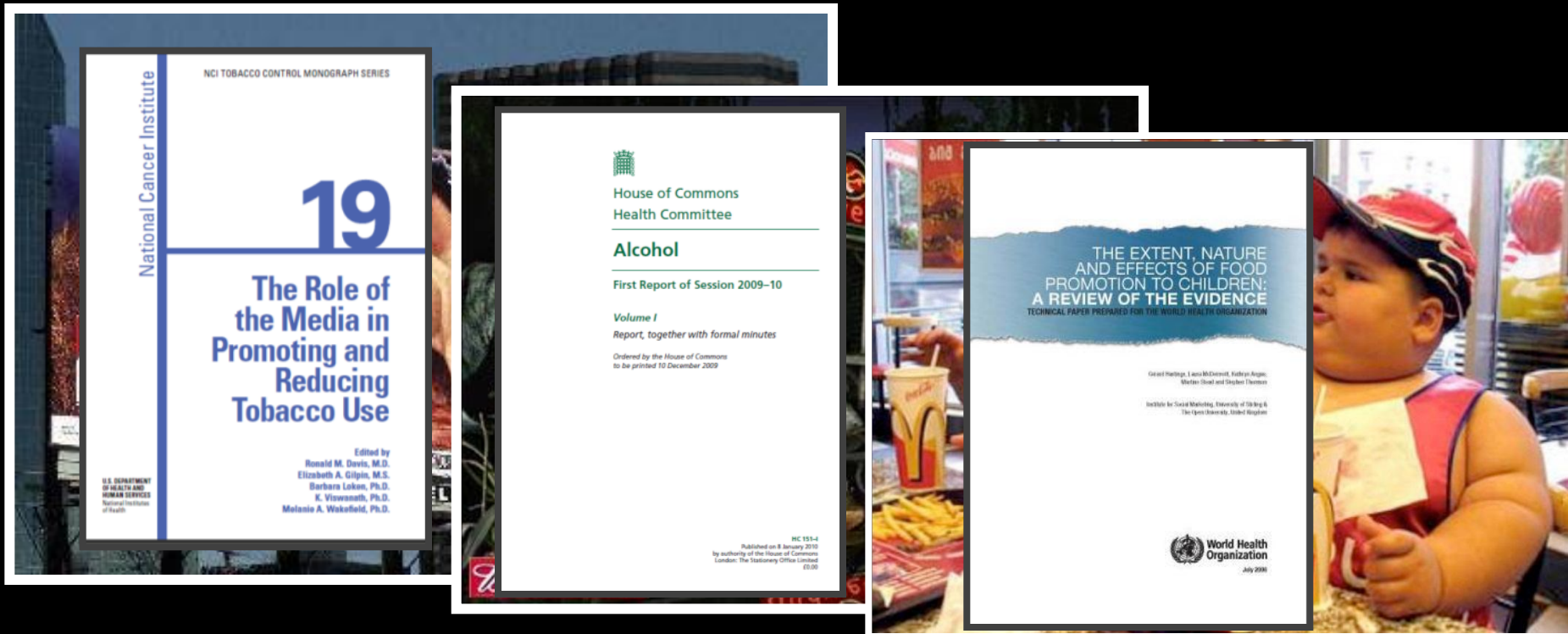
- Critical awareness
- Collective action
- Marketing as if people mattered

# the marketing matrix

The holy trinity of public health: food, alcohol and tobacco

The unholy trinity of corporate marketing

The obvious truth that it has an effect



children and tobacco

*'We don't smoke this shit, we just sell it. We reserve the right to smoke for the young, the poor, the black and the stupid'*

RJ Reynolds executive

# Consumer Psychology for Marketers

*‘Children are important to marketers for three fundamental reasons:*

- 1. They represent a large market in themselves because they have their own money to spend.*
- 2. They influence their parents’ selection of products and brands*
- 3. They will grow up to be consumers of everything; hence marketers need to start building up their brand consciousness and loyalty as early as possible.’*

# Why is Heineken sponsoring James Bond?



*“They [young men] think about 4 things, we brew 1 and sponsor 2 of them”*

*(Carling, BMJ 2010)*

**Heineken®**

*“Build the image of the brand and recruit young male drinkers”*

*(op cit)*



## Why is A G Barr sponsoring Glasgow 2014?



Children in Scotland have substantially higher levels of recorded decay compared with other European countries (Scottish Government)

Scotland is second in the world for obesity (Telegraph, Nov 28 2012)

# Facebook strikes Diageo advertising deal

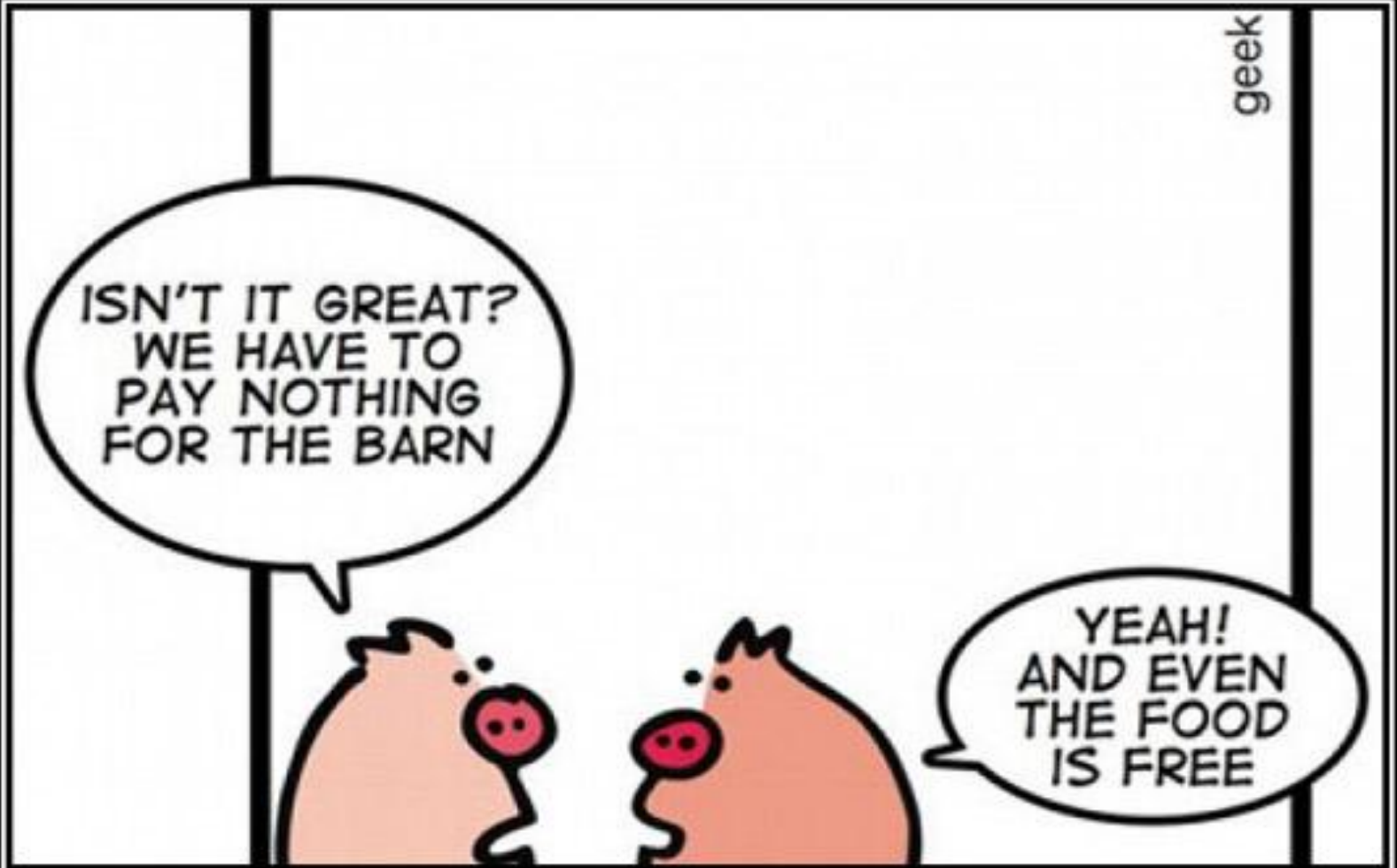
‘Facebook has struck a multimillion-dollar advertising partnership with Diageo, owner of drinks brands including Smirnoff and Guinness, in the latest move by the social networking website to form closer ties with marketers....

*Financial Times, 18 September 2011*



*Facebook are working with us to make sure that we are not only fan collecting but that they are actively engaged and driving advocacy for our brands. We are looking for increases in customer engagement and increases in sales and share...*

Kathy Parker, Diageo's Senior Vice-president Global Marketing



ISN'T IT GREAT?  
WE HAVE TO  
PAY NOTHING  
FOR THE BARN

YEAH!  
AND EVEN  
THE FOOD  
IS FREE

# FACEBOOK AND YOU

If you're not paying for it, you're not the customer.  
You're the product being sold

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**‘Olympism is a  
philosophy of life which  
places sport at the  
service of human kind’**

(IOC Olympic Charter, 2011)





# inequalities

The source of so much hardship in our society...

**ATLANTA BUSINESS NEWS** 6:30 p.m. Thursday, March 10, 2011 Text size: T

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## Coca-Cola boosts CEO pay package to \$25 million

» ShareThis  Print  E-mail

By [Jeremiah McWilliams](#)  
The Atlanta Journal-Constitution

How do you spend \$25 million every year?

Fear not, a friendly marketer will come to the rescue





**ARCHIVE CHOICE**  
buying into the dream  
The thrill of owning and driving  
a retired race car » [Read more](#)

Most recent



March 8 2012

**Graff GraffStar Grand Date watch, £26,570**

# how to spend it

FINANCIAL TIMES

A website of worldly pleasures  
from the FT's award-winning  
luxury lifestyle magazine

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Diary of a  
Somebody: Nigel  
Coates



Gift Guide: Thomas  
Lyte clock



Thierry Despont's  
Paris



Custom fly-fishing  
rods that will delight

November 16 2010  
Simon de Burton

The Franck Muller Acto being the world's most have 36 functions, amo chimes, a minute repea reserve indicators, dual

Perhaps the most impro marvel, however, is its calendar and moon pha compensates for leap y the waxing and waning per lunation. Best of all date and month for a p

There is, however, one part movement to grin

‘The solution to the problem appeared some years ago in the form of automatic winders ...a box equipped with an electric motor and an “artificial wrist” on which to mount the timepiece’

‘the Thesaurus (Euro 86,000) a desk entirely dedicated to the storage of watches’

motion slickness





40 years ago Schumacher warned us that we have to  
learn the difference between:  
'enough being good and more than enough being evil.'

*'We have come to define ourselves not by  
what we make, but by what we consume'*

Richard Sennett (2006)

## the problem in a nutshell

every increasing  
growth

=

every increasing  
consumption

marketing

(gets us shopping;  
keeps us quiescent)

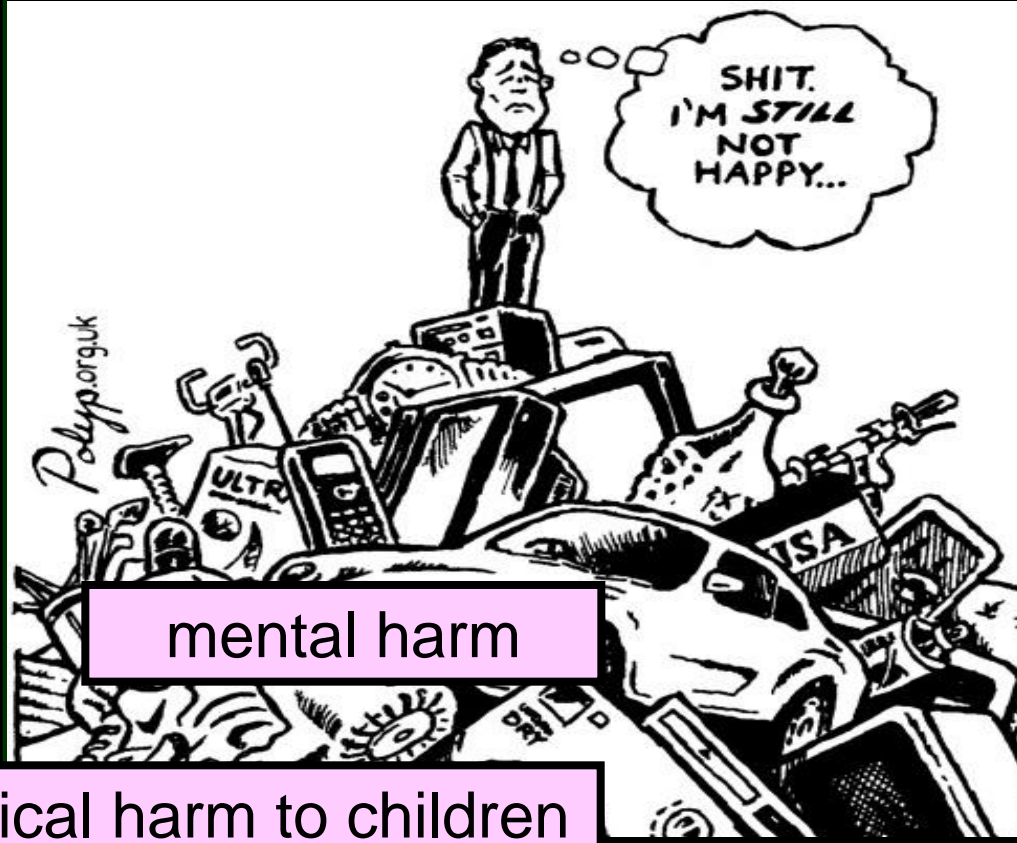
this is a catastrophe....



Unlocked by melting ice-caps, the  
great polar oil rush has begun

Independent 6/9/11

planetary harm



mental harm

individual physical harm to children



community harm

Political harm

Ninety one of the largest 150  
economies on our planet are  
corporations, not countries

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## 2. Solutions to these problems

- Critical awareness
- Social Marketing & collective action
- Marketing as if people mattered

# Critical awareness

1. Understand that the world has changed – utterly
2. Take responsibility for our actions
3. Change our values...

# Rabindranath Tagore

## Materialism

“Whatever we treasure for ourselves separates us from others; our possessions are our limitations”

“We [poets] set men free from their desires”

## Sustainability

“The tragedy of human life consists in our vain attempts to stretch the limits of things which can never become unlimited, to reach the infinite by absurdly adding to the rungs of the ladder of the finite”



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# Collective action

Marketing is as old as human society

Working collectively, recognising everyone's contribution

The good news for public health, climate change, international development is the great extent of human potential

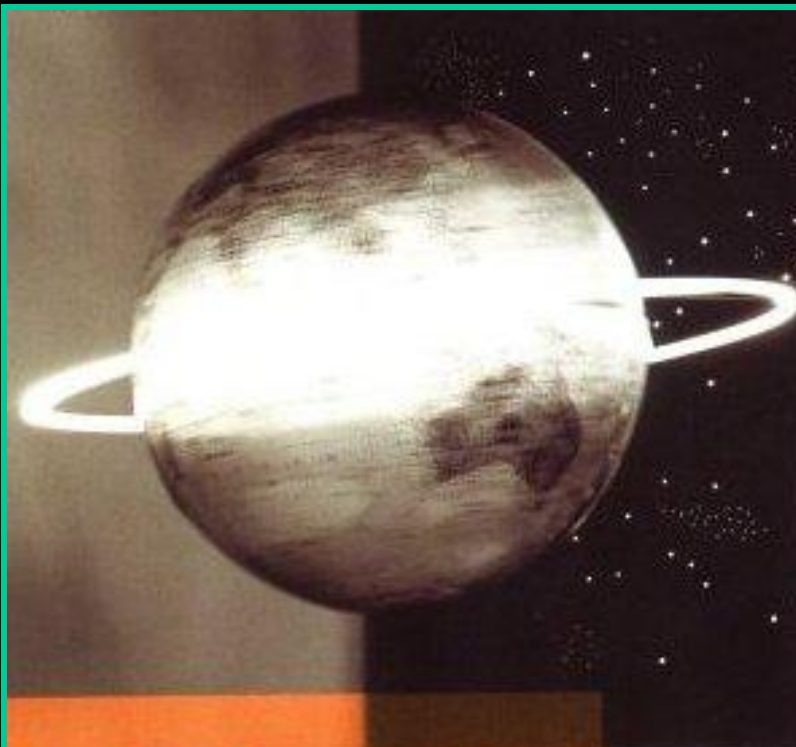
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E. F. Schumacher  
small is beautiful

a study of economics as if people mattered

# marketing as if people (and the planet) mattered

Independent, rigorous and effective regulation

We need to recognise that marketing is not a right; it's a responsibility

The purpose of marketing: profit or human and planetary welfare

From regulation to reconfiguration


# conclusion

We are consuming ourselves to destruction

The marketing matrix is driving this insanity

The solutions will be elusive but must include:

- Individual critical awareness
- Collective action
- The reconfiguration of commercial marketing



This is what  
social marketing  
is all about