

persönlich

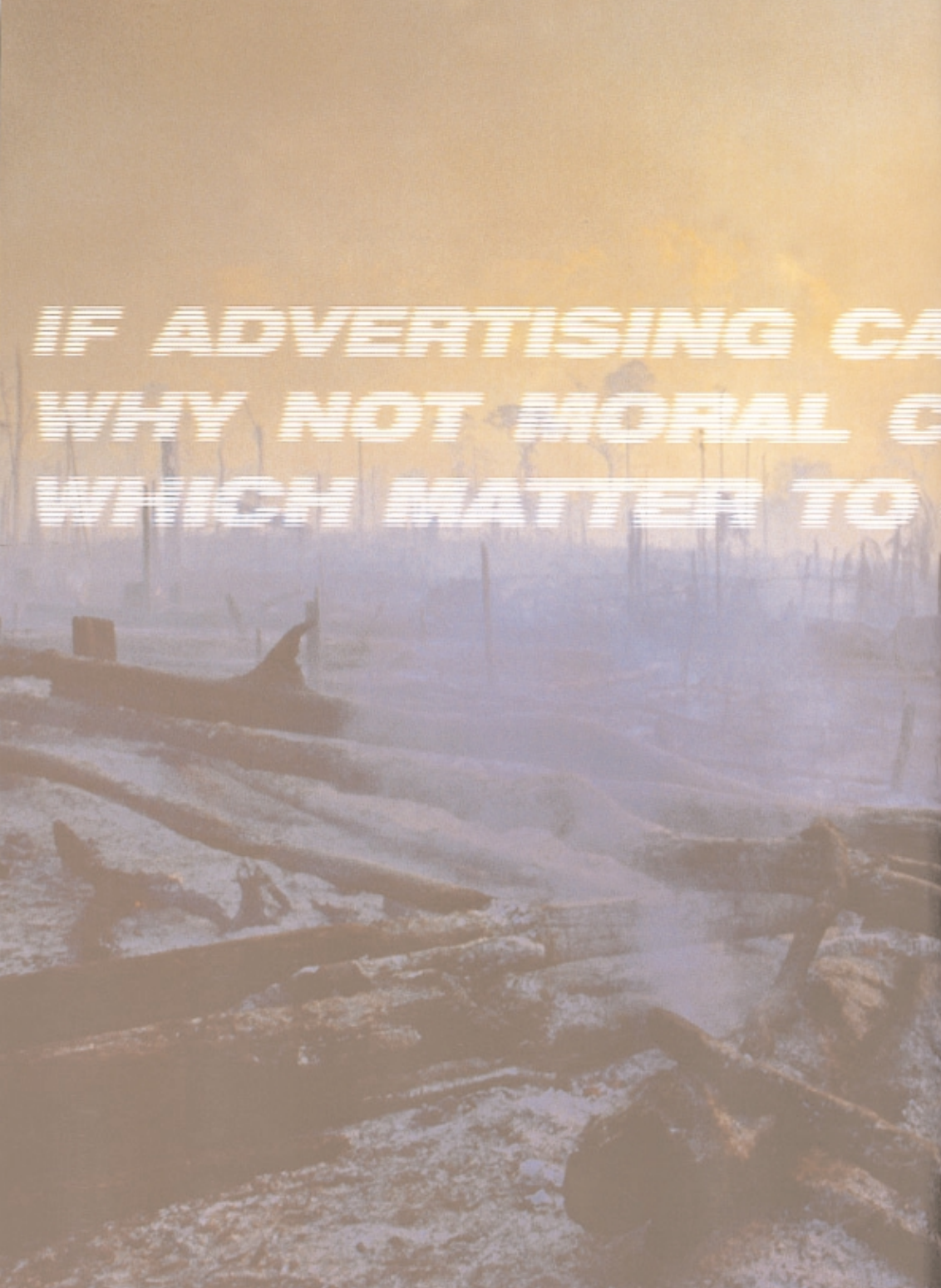
DIE ZEITSCHRIFT FÜR WERBUNG, MARKETING UND MEDIEN. IN ASSOCIATION WITH Advertising Age Juli 1998



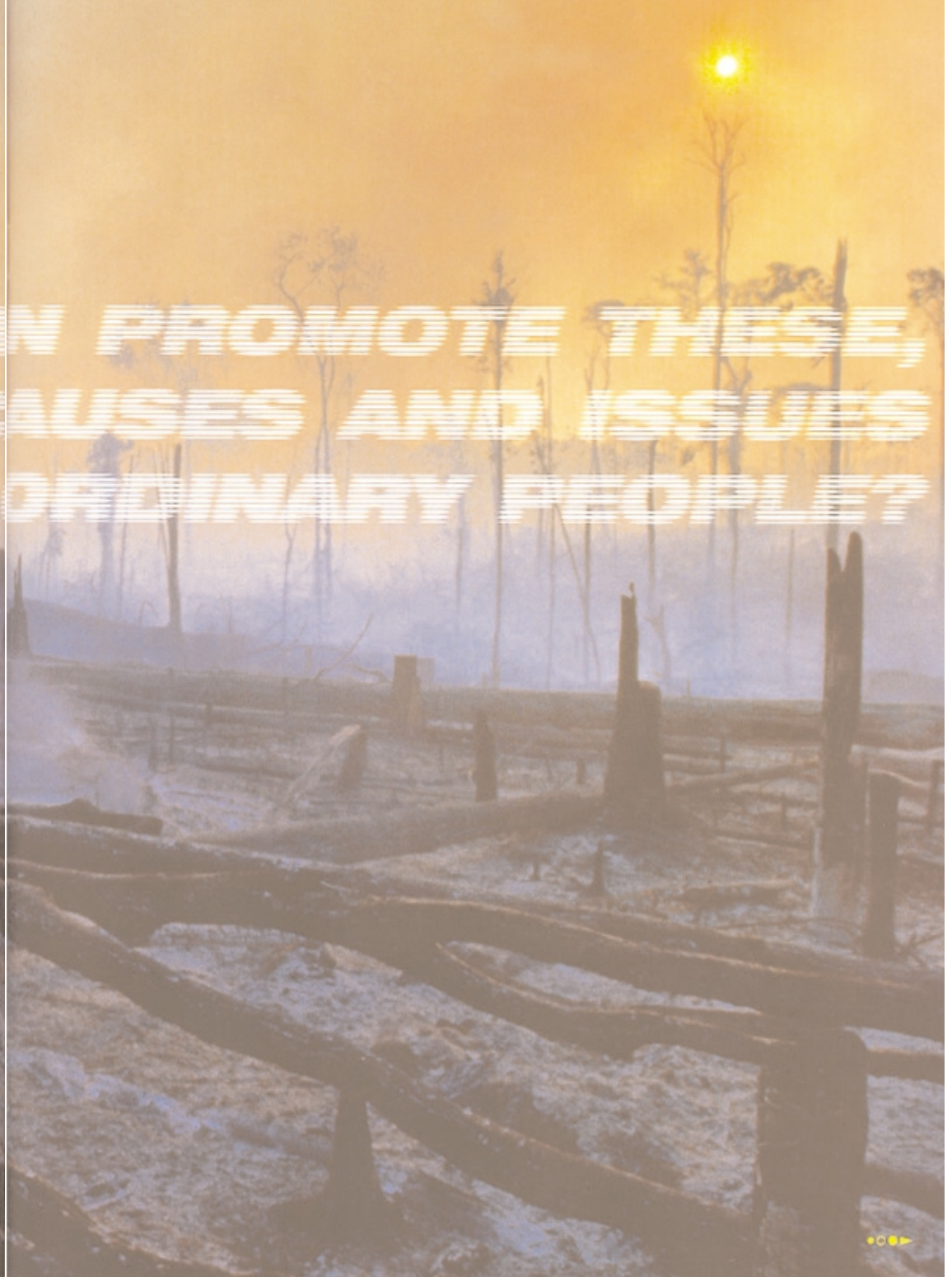
**ADVERTISING
WITHOUT
CUSTOMERS.**

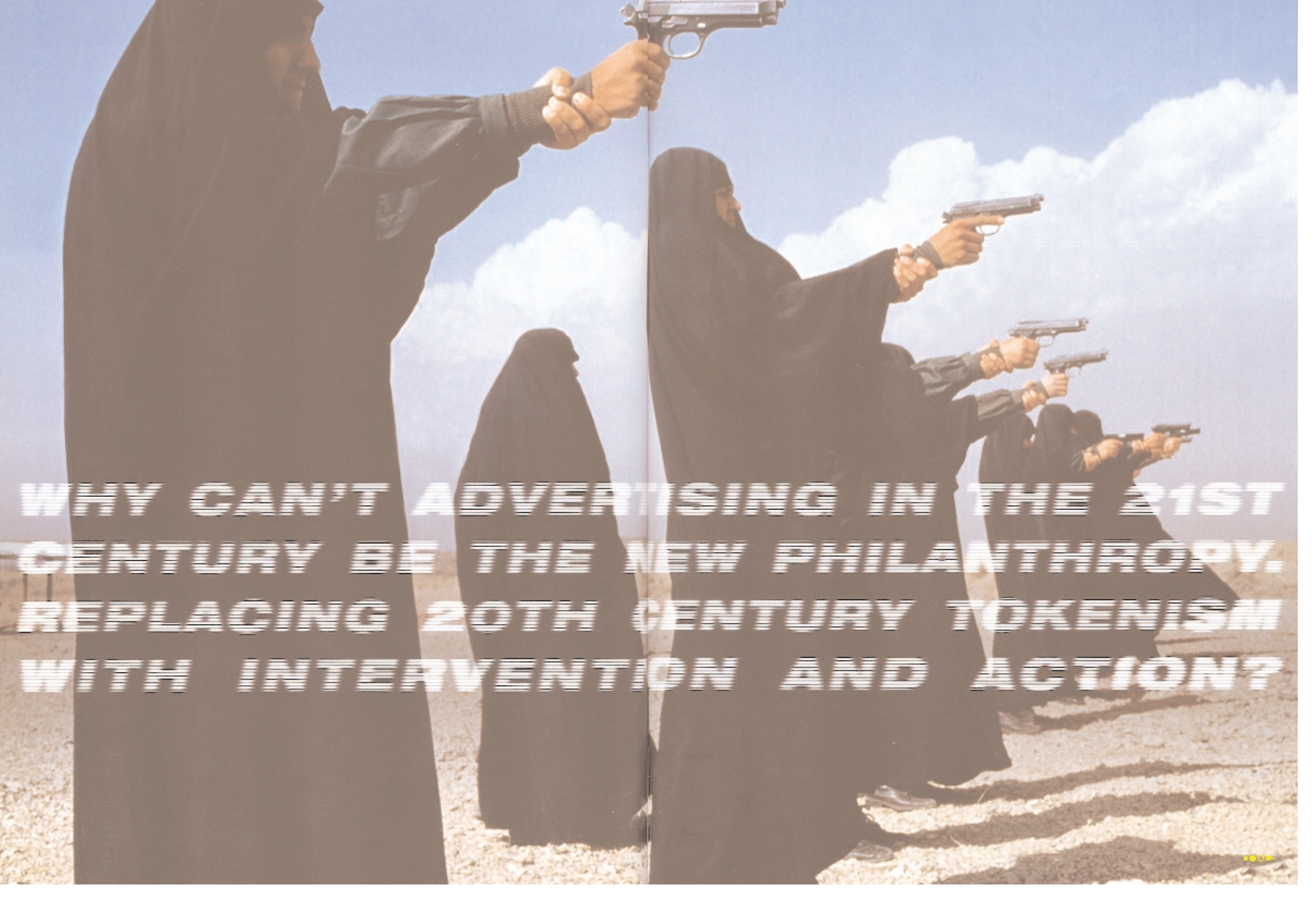


MEDIA IS NOW THE DOMINANT FORCE ON THE PLANET. IT SELLS PRESIDENTS, DESPOTS, GOVERNMENT POLICIES, MISSILE SYSTEMS AS WELL AS DOG FOOD, DETERGENT AND FIZZY DRINKS.



***IF ADVERTISING CAN PROMOTE THESE,
WHY NOT MORAL CAUSES AND ISSUES
WHICH MATTER TO ORDINARY PEOPLE?***



A photograph showing a line of women in black hijabs and abayas standing in a desert landscape under a blue sky with white clouds. Each woman is holding a handgun, pointing it forward. The women are arranged in a line, with the woman in the foreground being the largest and most prominent. The background shows a flat, sandy terrain.

WHY CAN'T ADVERTISING IN THE 21ST CENTURY BE THE NEW PHILANTHROPY. REPLACING 20TH CENTURY TOKENISM WITH INTERVENTION AND ACTION?

A photograph of a dog lying in a metal cage. The dog's body is marked with red paint, forming a large, stylized shape. The dog is lying on a white and black striped mat. The cage bars are visible in the foreground and background. The lighting is dim, and the overall tone is somber.

IS THERE ANY POINT IN POSSESSING
SKILLS WHICH WILL DEFINE THE AGE IF
WE ONLY USE THEM TO SELL DOG FOOD?