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HOW YOUR IDEAS

WERE STOLEN

In honour of Timmy V.G. and Hunter S. Thompson





TORCHES OF FREEDOM

The term public relations was coined behavior from being based on the by Edward Bernays in an effort to disneed for a new product to a desire for tinguish US propaganda from any one. Paul Mazur, executive for Lehman other brand of propaganda. Bernays, Brothers back in 1927, felt this way the Austrian-American nephew of about it: "We must shift America from a needs- to a desires-culture. People must be trained to desire, to want new

Sigmund Freud suggested no direct tructural changes to the propaganda nachine itself but instead proposed no more than a name change, applying only a slight cosmetic varnish on top of an otherwise unaltered system. A different sign in the shop window: ousiness as usual. The reason for the hange was the increasingly negative onnotations associated with the word propaganda and its use by the Germans. Bernavs combined his uncle's theories with other theories on crowd psychology to create the idea of 'pub c relations'. When America entered into World War I. Bernays was working on the Committee for Public Inrmation - which advised president oodrow Wilson to promote US paricipation in an overseas conflict as an effort to 'bring democracy to the uronean mainland." The concept ould establish the US as the moral eader of the free world - although doesn't hurt to point out the finanial state of things in the early 1900's. rance and Great Britain had multi-billion dollar d have gone to was ountries were to b Kaiser's backvard

other hand only q ocket scientist hoose which concern Jo a moral twis the war, whi vinced US soldiers they were abo ace machine gun fire, flamethr and gas grenades for the sake bal democracy instead of nation icits. In that sense, Bernays is ritual father of Team America, h<mark>a</mark> in a 100-year era of the US as t rld's policeman cum private el cer of whoever has the most cash offer. The word propaganda had

"The term 'creative industrv' in its<mark>elf</mark> is one that could only be concocted by some paradigmshifting creative director."

ernays left the mark of a genius on

is supposed to

person who

always, w

you some

didn't tell

een cast off like a lizard skin; the

iant monster that grew out of it car-

ied a different name but sprayed the

same poison.

him he's getting the best deal." ucky Strikes ering that crea ender eau mobility. Wh avs' paid mod hit newspape ens in the US ar only be concoc dve had been cast ot be understated rnavs who single ed the bacon & eggs reakfast as an American tradition. He consensus that something like seridid so while working for the Beech-Nut Packing Company - which was try-

doctor and paid him to testify to the advertising to actually question it or breakfast, forever altering the course anel, flip a page or install AdBlocker. trading has become so predominant in of post-hangover history. Enjoy your An illusion of free choice between a human interaction that we have startquasi-cultural tradition.

WPP) advertising conglomerates. In the meanwhile, Nike is spending \$2.7 billion annually to endorse Oscar Pistorius for shooting his wife, Lance Armstrong for turning cycling into a bigger farce than it already was. Tiger Woods for spending his sponthings, even before the old have been sor fees on plowing porn-stars and entirely consumed. [...] Man's desires Michael Vick for organizing dogmust overshadow his needs". And in fights in his backyard. And also order to make you want to buy the new to keep our attention away from stuff that they so desperately need to all those sweatshops in India and sell, they well stop of nothing. They will Pakistan – just in case we didn't stop use every possible angle to make you caring about those altogether in the think you're *almost* good enough – the late 90's, which actually we did. only thing you're missing is the latest model of whatever they are selling.

THESE ARE THE DROIDS

One of the advertiser's favorite yet

ultimately self-negating strategies is

YOU'RE LOOKING FOR **NOT NEW & TOTALLY** UNIMPROVED!

to actually was

Every time Head & Shoulders puts out playing the price angle: in this case, an ad for their new & improved formula, the ad campaign will focus on how they are basically saving that they the customer gets the best deal, the were lying to your face before - after ultimate bargain, the opportunity of all, they've been claiming to completea lifetime that obviously can not be passed up. The key to this simple yet ly rid you of your disgustingly flakey often effective strategy lies in its bold scalp syndrome ever since Proctor & Gamble put the blue-greenish shamaudacity - it conveys a statement that poo on the market way back in 1961. is negated by its own existence (to But this time - thanks to advanced biocreate and distribute any commercial message, a significant production and media budget is required). In most cases, advertising budgets will comprise up to 15% of a company's revenue. Ir rder to mask the inherent incongruthe message will seek to distract recipient, often making use of loud es and bright colorful logos. The remains however that advertisecosts are considered overhead which can be recuperated only gh sales; it is fairly and painfully the rest o something that might be r us that in the end, the consumer list of che for the ad that tells him he's getthe best deal. This includes the production cost and the media ce that is needed to air it. By means glycol (hai lustration: South Korean communithat are ions giant Samsung leads the pack th a whopping \$14 billion annual In fact, all yo

hair with Head & Shoulders) who is tively, Head & The pinnacle of advertising madness is brand - its reached on Superbowl Sunday, when the price of a 30 second slot goes up to \$4 million - excluding production cost. You read that right: 4 million dollars for 30 seconds of empty airwaves. Obviously you don't spend all that money to run a low-budget ad - if en the light of da<mark>y in three weeks. t</mark>o be sure you make it count. Which han \$12.5 million on a Superbowl ad, which features all of a 10-second cam eo by Eminem and ambient footage of industrial Detroit. The ad focusses on the city of Detroit and its longstanding tradition of crafting automobiles through times of hardship - it incorporates elements of Eminem's 'Lose rabid donkey. Everything about this Yourself' and evokes a picture of 'creation' is second best and lack-Detroit as a city of robust, harding in inspiration and authenticity. working people who have grown The entire thing is a fabrication - an resilient to tough times. Three years industrialized form of expression that ass as creativity. The the message

dvertising budget - that's a lot of

oney to recuperate.

out failing, needs to sell ing that you would never thought of buying if they remaini tion lives under the poverty the highest "It is fairly and the US. Detro to turn to urba pai**nfully obv**iou**s** thirty seconds of air that in the end, the Exodus of Detroit con laid-off autoworkers who are consumer pays for to leave take to growing pon their toxic back he ad that tells

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director trvii

BILLER'S INSTINCT (DISCO DANCING WITH THE UNDEAD) es in its imm

time being, ately deter

and resold to the highest bidder, the ability is more empirically measurable take offense – we switch the chan- than human emotions. Our tradition of eld, even if most of the global ad-___able with whatever is the ethically right ertising is handled by no more than thing to do. Human morality is ambigu

sense of right and wrong. As a result, a life lived in service of an economic principle is straightforward and full of purpose and clarity - as opposed to a life spent 'fighting the good fight'. In a real-world scenario that takes places outside of a therapy convention this interchangeability boils down to the following: whatever the nature of your business or the economic model that you apply; if it turns a profit, it's pretty much OK. And the beautiful thing about the human love of making a profit is that it gels extremely well with the human love for new stuff to own: making money means we can buy new stuff which due to it newness is inherently better than the stuff we already

numbers by contrast, offer a clear

And if you're going to break the law, do it either without getting caught or do it in some backwoods corner of Asia where jurisdiction and child labor

NOTHING IS BLACK AND WHITE EXCEPT FOR WHEN IT IS THE UNBEARABLE **FREEDOM OF MORAL** DETACHMENT

come cheaper than they do here.

There is a difference between intelligence and integrity: the latter relates to an individual's ability and willingness to translate an internal sense of morality into his or her behavior. Compromising that morality in favor of other factors such as profitability, social acceptability, conformity, pragmatism...dilutes an individual's integrity in the sense that it allows external factors to play a determining role in that person's behavior. The contem porary human inability to maintain integrity or even recognize its relevance are symptomatic of the fragility of individual morality in a modern society, wherein values that are acquired top-down (based on tradition, religion...) are hopelessly outgunned by the pleasures of instant gratification advertising provokes and caters to this culture of desire by always replacing the item gained with another item to want. Resigned to his own social impotence and the untouchable dominance of an established power structure, the individual patches together

you buy primetime ad-space, you want a gap-toothed sense of morality full of holes and inherent contradictions. It natured, intelligent art students end up playing creative mercenaries for whoever is footing the bill; they know but they accept their (self-imagined) inability to refuse to participate in it. It's the in-your-face reality check of the post-60's all over again, with the exception that we have endured a few more Nixons, Reagans, Thatchers. Bush and Bush Ir.'s and as such have grown even more resigned to our daily lisgust and cynicism – the mass flight into hedonism (whatever your plea sure is, be you out clubbing on the weekend or doing yoga to twist and ontort your logical process into that

) is the obvious human response so, cocaine can be really fun for job and it has not yet been deterd if anyone should even still go to effort of doing it - especially after blican boyscout and never-wouldice president Paul Ryan declared andom of RATM; thereby demonting mankind's impressive ability oker-faced misinterpretation.

To conclude: We live in a world where the power structure of sovereign states is subject to the rules of the free market - the continued prevalence of eopolitics effectively confirms this ow's it going, Ukraine?). If we see the Iltinationals of the modern world the new governments (legislative wer) then the advertisement indushas effectively become the pronature) apparatus of the free market and the moral vacuum it operates in: a non-partisan, apolitical industry that churns out biased information on a ratus is widespread and well oiled; its importance has been fully recognized by the corporate world, which explains why the US advertisement industry

billion. This apparatus is designed to make you not want the stuff you alyou don't have on new stuff you don't who are well paid to achieve this end and they are working around the clock

(EVEN THOUGH YOU DON'T SEEM TO CARE)

> Which sucks for Barry, is that he needs to be original, over and over again, addiction to bigger, better and bolder of any truth and being written just for the sake of existing. Content has become void of content, yet filled with make-belief. We all know that a ham burger does not look anyting like a Burger King ad and that we're being told fairy tales about Fukushima, Sy rian peace talks and Iraqi warheads We know, and we don't care. Not only does that make us a severely disillusioned generation, it means we're letting this industry make money - heaps of it, the stackable kind - off of lies. Do you want to start a riot yet?

HAVE SOME CONTENT,

IDEAS: SEPARATING MEN

STORIES MATTER

you impress (or even undress) random

attractive people in bars, they linger

in your brain because they have an

uncanny ability to inextricably link in-

stick, they're a means of education,

they contextualize loose facts and put

them in perspective, they help cope

with the outside world and internalize

about the ex's new fling or some poli-

tical hot topic. Why else would you still

be watching Fight Club even though

you've seen it a million times? Also,

stories are about the only thing that

will be left of you once you've disassembled into a mere pile of atoms

tant we've dedicated article 19 of the

Universal Declaration of Human Rights

witch-hunts and cracking jokes at Ga-

lileo for thinking this planet might not

We deem our ideas and ideals to be

inalienable from who we are. Consi

der the racist who makes chimpansee

noises at your hot black ladyfriend.

Will you think he's the actual baboon?

Yes. Will you kill him with a karate

move you've memorized from Tekken?

that for better or worse

NO STORY, NO SALE

Once upon a time, a person could make a decent living out of manufac-

turing terracotta tiles, or soap. For centuries, we were content with just that and a beer every now and then. Ther a grand idea called the steam engine

triggered a revolution that would

change the workforce, the economy

our minds. Mister terracotta tiles could

now mass produce his tiles and sell them all over the country, hell, why not

In comes the advertiser. His job: de

vise a way to make people believe they

need this particular brand of soap. It

arp as a tack to think of

anneal to the soap-

ooks, movies, plays,

e we've exited the era of

vity and a good

soap prod

the continent?

takes a mind

something

needy. It

idea. A

parkle of ama:

't have had in a

sts were able

n taking drugs

you're about to use

g creati-

views of

other

build

be the center of the damn universe.

That and a bunch of selfies.

Furthermore, media have turned their FROM MAMMALS duty of covering the news into a duty of covering things for you to spend your money on. The Financial Times Most of all, stories are a way to give are probably the only ones who are at shape to ideas. You know, ideas, those rare and inspiring things that some least honest about it, baptizing their of us humans consider worth fighting oversized, fortnightly glossy pages of for. These concepts, that contain big wealth and luxury 'How to spend it'. words, bigger dreams and loads of Content, once associated with books and seriousness, now comes as an believing. Ideas, like mustaches and a extra. a freebie, nothing but a distracconscience, set us apart from our quadruped fellow earth roamers. tion. Never mind that it was written in Ideas are what creativity is truly made poor English and not a single question of. They're what made some guy invent that matters was asked. As long as it's a story, a nice, fluffy, shallow bunch of the wheel and inspired some other mastermind of practical thought to words with pretty pictures. think of staples. They spark revolutions, they're the reason conservatives have something to talk about over tea FEED THEM, SO THEY with lefties. We feel entitled to these **CAN FEED YOU.** ideas - expressing them is so impor

What's worse than us buying lies and not minding overpaying for them, is that Barry and his fellow suits seem to have run out of bright ideas to feed us our daily dose of content. Luckily, the interwebs are here to save the day! In the morning, Barry scrolls through nu merous Tumblr pages, sifting through the content of your brain, your brilliant collections of words, thoughts and visual poetry, neatly organized by All this sharing of ours has created a

Probably not. Because being a racist is this baboon's way of thinking the world scale mind map of our ideas world works. Granted, it's a shitty train thus turning them into common pro perty, up for grabs. In many cases, of thought, but it's his and you respect this is extremely useful. Thank you interwebs for teaching me how to fold So it's safe to say we agree that ideas. T-shirts in less than four seconds. theories, philosophies and thus sto-However this treasure is the playgro und for story hunters with Ray Bans ries, matter. That we should regard them as something valuable, a proand flexible hours. It's a supermarket duct of the mind worth cherishing, they can stroll/scroll through, where nourishing even. Not exactly the kind they pick out what they want, get out of thing you'd want to sell out or comwithout having to pay yet audaciouspromise for let's say a big fat cheque of ly wave to the clerk replenishing the

> The industry capitalizes on ideas that are not theirs, not in the least caring to give credit where credit is due. Creativity is being hijacked for commercial purposes, and this thievery is hollowing out the mere essence of words, stories and narratives, spoon

CONGRATULATIONS, YOU'VE BEEN DUPED. YOU KNOW IT, HOWEVER. YOU STILL CHOOSE TO BELIEVE.

So you were robbed and ridiculed, your creative industry by letting the more of your thoughts and ideas with an ad for bio wate re still not rioting.

Then consider thi who heavily s industry, us tising age the art director who made you believe you should eat voghurt with bifidus even though eating bifidus doesn't rticular good, yet clinical shown the trouble starts when you stop eating the bacteria) is ne telling you to vote for this

d be forgiven for not caring about urt. However you can't expect to nonoured for making the wrong choice on the ballot. Now go ahead and riot about your ideas and ideals.

party because of some USP they've

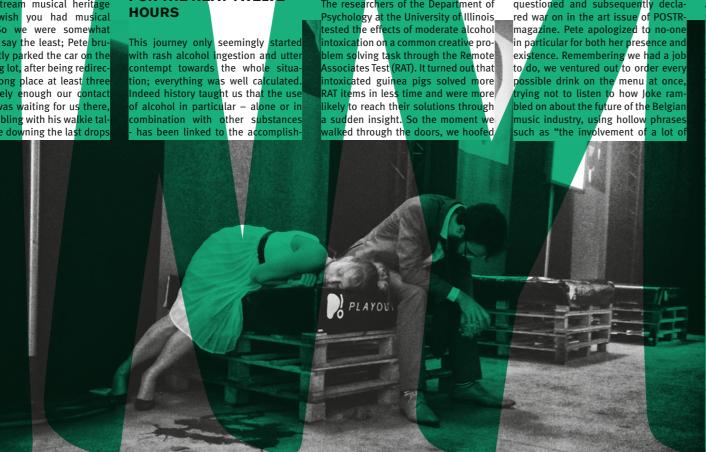
up. If you know bifidus is a

would you believe this load of

POSTRMAGAZINE GOES MIA'S HE DESTRUCTIVE NATURE OF THE CREATIVE PROCESS

Puzzled vibes dominated the atm phere in the burgund as we were heading of what was suppo tion's pinnacle of r few weeks earlier, sent us out to co field report. Ever had pointed us of POSTR-HQ, we inescapable blu would we create vity without any setting of Be Industry Awai b the awar ig von Beethoven nest Hemingway, Sa cadent stage of oss the poo and as creative as stimulate and de bastard a ng the night. dge, Jackson Pollock and tive impulses? Well, Belgium being put in a barl vas gone; we ites. For many years, the didn't carry anything else in our pocour shadowy publisher got his hands creative benefits of alcohol were wiinduced coma, which actually occurred on a couple of free VIP tickets. Also this only few weeks after he attended the kets, except for cigarettes and some dely accepted by adepts of popular culture. It wasn't until 2010 - when would save the magazine both money MIA's. Even though we do appreciate loose cash but with our cognitive abiand time in the process of creating the the creative efforts of some of the lities reduced to the level of violently some scientists invited a group of story. Little did we know that the ts that made their appearance, it guinea pigs force-fed them a bunch of stupid primates, we were ready to of this mission would hold is generally accepted that the Belgian nd in with the crowd. ight science else but violent vomiting a lagging behind li nt empiritrying to catch field of interest while dr MISSING IN ACTION oxication battered bodies back to considerable ch solving. FOR THE NEXT TWELVE few memories left and s n musical herit ment of HOURS block in the weeks after. you had mus about to read was extra were some visible notebook, out of the least; Pete able to assemble some of the aspe arked the car or ngestion a of our original conce after being rec tes Test blace at least s well ca ated gui nough our nt us tha ems in les vaiting for u to reach th "The moment we with his wa

most of us it is also about dealing with every day obstacles in life and finding your way through the machinations of daily life. Now we are not trying to re, but we did find promote alcoh out that ampl falcohol/ us to not speech of Schauvlie question menu



sound, a lot of light and a lot of new images." After some pre-awards were handed out to some random pop stars you've probably never heard off, the question that was beginning to raise itself was not how much alcohol we could inject into our system. The guestion was how we could project all of this drinking into a creative outcome, besides taking selfies alongside side-

tracked actors and singers. THE THIRST IS REAL

rently we couldn'i ing of the actual e still don't kno n decided to s e masses, b it was prob obody allow Meanwhil nly discer red in the dy felt li after do isite. failed cr racted th rovided ι gratefull

nd that plen

people clair

elps them in th

started drawing

on the board while

And they are

Many creative task chologists refer to hierarchy: creati able to make fa among all sorts ideas and to onnection i r-fetched order reativity. state of reach of outwards ots. As cansmokers test wheth huld show As it turns under th indeed show ing' tendency pts to be rea

THERE'S SOMETHING ABOUT MOLLY

me, the gate erparty had room surro hose attent ur loud and ere ready to ling to dancin but Belgian por chronic cani es of creativity. Cannabis tive resp of non-users. On self-rated ng-term y cause a or gives v you wouldn /. but few a whole career ı to decide if , but di not rat abuse it.



rescent dots on their arms and trying us endure this situation? It seems that themselves as more creative. to guess their names by suggesting the US pop scene is going through an We were able to score a bag of Molly MDMA frenzy for the last few years. letters. A perfect proof of marijuana rather quick. Unfortunately, its crea-Plenty of mainstream artists such as as a cognitive catalyst that can trigger heightened free-associative creativity, Madonna, Danny Brown or Miley Cyrus are referring to the drug in their music increased pattern recognition insight. Something which was also empirically or videos, so maybe if we were able to proved by scientists - but who cares 'pop' some of this infamous Molly we'd about what those white-frocked virexperience some new, unexplored gins have to say anyw

tivity-inducing power didn't bring us any further than harassing pretty much everyone on the dance floor, before blacking out with our eyeballs almost popping out of our sweaty faces. At a certain point local celebrity, level of creativity the night Natalia singer and vestigated the e and started immediately orrible ship wn into the ug-induced oral decay. It turns out th t the key to n't doing n dose it

INSERT STORIES HERE. KEEP 'EM COMING.

ments. Making a living through telling

stories is a very legit and useful way of

spending your 9 to 5. Here's the glitch

small-scale production and making up now an industry, this implies

the output needs to follow demand,

s ginormous.

We, the people, are ridiculously eag to be fed with stories. We are high maintenance consumers, ogres scrol ling through blogrolls and rss feeds and getting alerts on our phones for every celebrity who farts. We spl screens between Al Jazeera and bed French version of Homer S all the while reading a CNN news ticker. Content is everywhere. It in your emails, cities, backyard, your brain. Get them back, damn it. It's omnipresent and everybody wants

walked through the

doors, we hoofed it

straight to the bar

in order to become

intoxicated quinea

ile blatantly ignoring the spe it on route E40 between Ghent a

ned the few beer cans I brough

ottle of Japanese Nikka

was so tasty it almos

r desire for the enor

t of free, inferior booze

await us at the award

very vague way, the MIA's

mpared with the Grammy'

t<mark>h me. He la</mark>ughed and revealed

pigs ourselves."

