

# ADBUSTERS MEDIA FOUNDATION – THE GLOBAL NETWORK OF SOCIAL ACTIVISTS



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## Short Description

## ADBUSTERS MEDIA FOUNDATION – THE GLOBAL NETWORK OF SOCIAL ACTIVISTS case study

## Description

Canada-based Adbusters Media Foundation (Adbusters) founded by Kalle Lasn (Lasn) had the objective of redirecting the existing media culture of commercialization, to one which fosters awareness about one's ecology and surroundings, and thereby encourages customers to stop excessive consumption. The caselet examines the methods Adbusters used for this purpose like culture jamming and anti-ads known as un-commercials in television or subvertisements in the print media.

Issues:

- » The negative effects of over-consumption
- » Adbusters Media Foundation as a consumer action group
- » The impact created by advertisements

The Canada-based Adbusters Media Foundation (Adbusters) founded by Kalle Lasn (Lasn) was “a global network of artists, activists, writers, pranksters, students, educators and entrepreneurs who want to advance the new social activist movement of the information age.” Adbusters had a very ambitious objective – ‘to topple the power

structures and forge a major shift in the way we will live in the 21st century.' The prime focus areas of Adbusters were over-consumption and the menace created by advertisements...

### **Questions for Discussion:**

**Discuss your views on Adbusters Media Foundation as a consumer action group. Advertisements have often been criticized for their adverse influence on the purchasing behavior of consumers. Discuss the major activities initiated by Adbusters to create awareness about the negative influence of advertisements on the purchase behavior of consumers.**

### **Details**

**1. Case study solved answers**

**2. pdf/word**

**3. Fully Solved with answers**