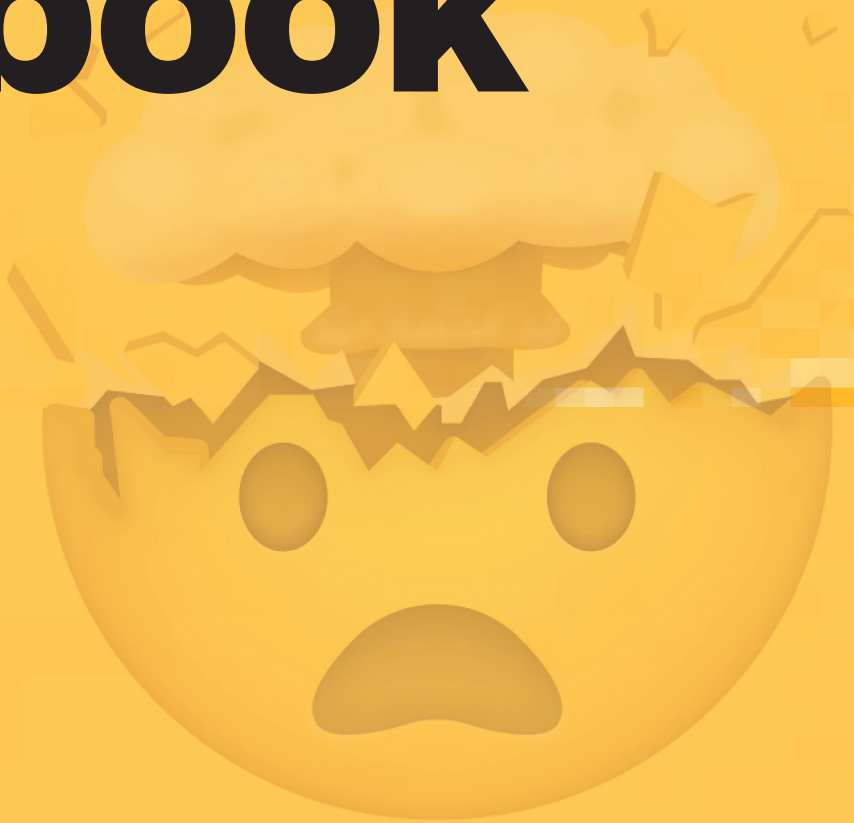


concept book





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introduction: a brand extension & series for adbusters

Adbusters magazine serves as a journal for the mental environment as a print publication.

This concept proposes a brand extension for this magazine, the core of which is making the Screen-tired (but still) Chronically Online feel seen and guide them to take their “stance on life” aka their personal opinion on politics. This new brand extension creates an entrance for a younger and less infomed group to participate in the activism Adbusters advocates for.

a cure for confusion uses unconventional but current and casual communication as a vehicle to transform typically “serious” foundational education on socio-political systems to be more approachable for the internet-raised youth of society.

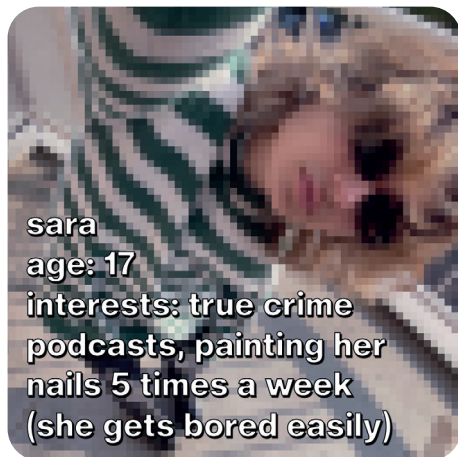
As the central channel of communication, the **video series**, consists of several seasons and has episodes within episodes to keep the content short and digestible. The series as a whole aims to teach this audience to make sense of the fragmented and experience based knowledge they already have by explaining the things they are often just expected to know or simply never offered. This concept is about making something honest, and enlightening but still cool. The key is to deliver it in **small, impactful doses** that resonate with the attention deficient audience for an extended period.



target group

**the screen-tired
chronically online**

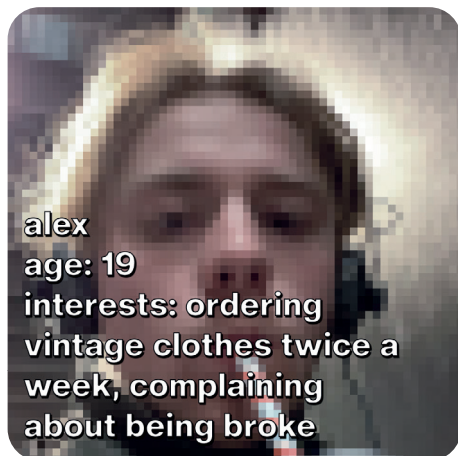
oh fuck...



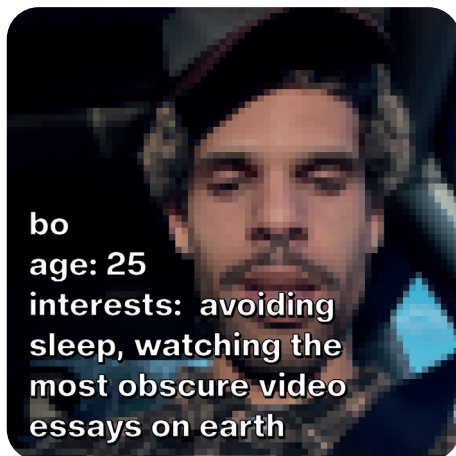
sara
age: 17
interests: true crime
podcasts, painting her
nails 5 times a week
(she gets bored easily)



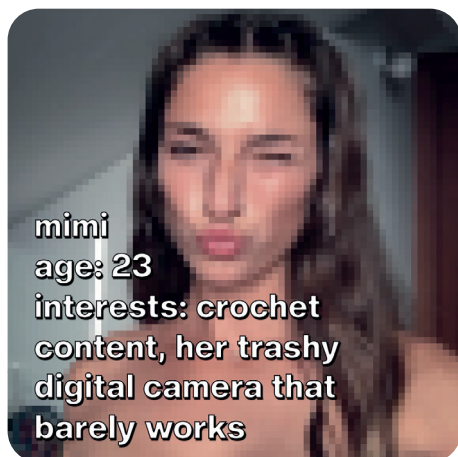
boris
age: 18
interests: re-selling
anything that's
trending, admittedly
bullshit astrology



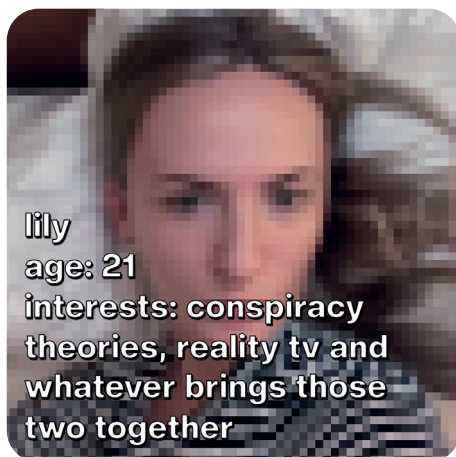
alex
age: 19
interests: ordering
vintage clothes twice a
week, complaining
about being broke



bo
age: 25
interests: avoiding
sleep, watching the
most obscure video
essays on earth



mimi
age: 23
interests: crochet
content, her trashy
digital camera that
barely works



lily
age: 21
interests: conspiracy
theories, reality tv and
whatever brings those
two together

the target group: the screen-tired chronically online

At the heart of this concept is **the motivation to help cure the generation that feels the weight of the world on their shoulders and have been trying to avoid that.** They're tired of their screens but to stop looking at them is not an option, screens bring irreplaceable joy and a way of dealing with things. This group is just coming into adult life and care about shaping their future, their path and their career but they feel pressure to do this according to the values projected on them by society. They complain about our money driven way of life in the form of memes as **they feel a little crushed by the pyramid of success before even beginning.** However, unless they see another real option that does not compromise on the comforts they have become accustomed to, they will just keep

following this path. The floods of media they face every day let them immerse themselves in something 24/7, but **they often end the day feeling like they wasted too much time.** They could describe their state of mind and view on life with a collection of pixels but when it comes to articulating this in a more serious context they panic in the face of big questions and terms they don't fully understand. We live in a time in which you need to be careful that you know what you're talking about or just make a joke of it all. **They do have distinct opinions they just cannot describe what they are with the political, ideological and philosophical terms that make them sound well-informed.** To gain this awareness they need to know where to look, algorithms keep them in a state of paralysis: a cycle of seeing the same content and opinions.

screens are
irreplaceable



looking for a way

to live with myself

the target group: the screen-tired chronically online the opportunity

The Screen-tired are looking for personal growth and opinion formation that feels concrete and can be consumed just as fast as an accidental 30 minute Instagram Reels binge.

They have settled on the fact they need to figure things out on their own, but this means **they're missing the comparative voice of someone else to give them a little security**. What they need more than anything is some guidance and proof that we don't live in a world only run by old white men. They trust people that are like them and willing to show some vulnerability and so through this brand extension and series Adbusters will be this figure.

a cure for confusion is the voice they've been looking for and Adbusters has a visual style that fits perfectly with the silly content they are not willing to step away from. **With this brand extension they can learn to articulate themselves** when it comes to subjects such as their government, the financial system and social justice issues along with other essential topics. But most importantly **they will learn how it all actually relates to them**. Through this video series they get the stepping stones they need and hear perspectives that help them form their own. This is done in a way that merges the nonsense they consume in their internet browsing while also merging it with intellectual discussion.

internet
nonsense meets
intellectual
discussion

zeitgeist

choosing when to care

MY
Brain
hurts



zeitgeist: choosing when to care

We currently live in the age of information wars (language like this is exactly the problem). All kinds of content presents itself as superior whether containing truths or lies, being serious or not serious and life-changing or mindless. This has all blended together in a digital space which Western society, the younger generation and those who are trying to escape life's seriousness in particular spend a huge portion of time living in. This means **we are faced with a constant choice of what even matters** to us. To win this battle of attention grabbing everything tends to be communicated in extremes and so **educational topics tend to appear rather mundane.**

A result of life in this time is the **alienation of young people from their physical environments, political and societal structures.** It is too easy to only consume light-hearted and entertainment based content but this content also creates a feeling of unobtainable satisfaction. Meanwhile we **know we are ignoring things that are more "important"** and we are aware that life is moving extremely fast around us in a world that thrives off an uneven distribution of power held by huge corporations and where several actual government funded wars are going on. This all makes little sense to us but manifests in a state of passivity when it comes to learning about or discussing it. **It feels like everything matters but nothing matters at the same time.**

a state
of passivity



zeitgeist: choosing when to care the opportunity

This concept harnesses the act of delivering essential information effectively in this reality of over-stimulation, avoidance of seriousness and resulting passivity. We might need to choose when to care but we can choose wisely and to build a better future for ourselves.

These choices can be made when guided by the spirit of awareness that meme language is so connected to. A key element of this brand extension and it's communication is **making fun of while trying to reverse some of the impacts that constant internet connection has had on society**. Achieving balance is possible without losing feeling and interest altogether.

A primary motive is to prove that **there is fun in socio-political conversation** and that we are all a part of it. A key message carried by this concept and core to the Adbusters brand is **that there are new politics emerging within all of the digital tools and communication systems** we have come to master so well.

a cure for confusion delivers socio-political education for the future by not denying the social media bubble that largely does define new world perspectives.

a state
of awareness

market

socio-political media





market: socio-political media


The market of youth and internet targeted socio-political media is presently either **still too boring, lacking ideological background information or addressed in the context of niche examples** rather than the bigger picture. These niche examples often heavily depend on **expected knowledge** rather than offering an entry point, which also goes for the majority of political and activist media as a whole. There are some online creators that cater to the internet-oriented perspective in politics but are limited to this area, which leads to the feeling of running in circles like a loading wheel of uselessness.

Generally speaking **this media and discussion is often left up to and mediated by the older generation.** The younger generation chimes

in when they feel something ridiculous is happening and will double tap or maybe share on their story. But, usually **they engage by making a satirical joke out of the headlines and extremes** that this media communicates to provide a sense of relief for themselves and their peers but without trying to understand the deeper meaning or context. The world might be a shit storm but at least we're in it together right? But, the thing is, for the Screen-tired Chronically online, they rarely go any further than that out their preoccupation with other things this busy world has to offer. Overall, this media currently does not present itself in a way that it can be integrated it into the daily lives of the chronically online youth with **the realistic consideration that it also needs to entertain.**

the loading
wheel
of uselessness

market: socio-political media the opportunity



This market has left a lot of room for fun. There is very little communication in this area by creators, brands or institutions that **merges education with entertainment**. More specifically there is also a distinct lack of sources that do this in a way that is actually perceived as cool or relatable. The media which do fall into this bracket tend to lean into an artsy realm that causes more confusion than is solved and can be equally as unapproachable. However, considering the targeted audience lives with the constant concern of how they are perceived by others, aesthetics and identity play a large role in what media they interact with, share and talk about. So, **the solution is to make this topic worth identifying with on an message-based but also outward appearance level.**

In other recreational media there has been a recent surge in self-reflective content. The screen-tired are obsessed with themselves and other people and there's no shame in that. **There can be just as much self-fulfilment and personal growth in political education as watching and listening to podcasts about mental health or personal growth.** This concept works with this generation's need to constantly diagnose themselves with something while not taking advantage of their vulnerability but allowing them to feel cared for.

Socio-political media needs a new name, a name that doesn't sound anywhere near as boring as that phrase does in itself and a name that this group is excited to see popping up in their notifications.

something worth
identifying with

brand

**adbusters magazine
& media foundation**



STERNE
STRUTURE
FEEING

ADBUSTERS

ADBUSTERS THE YEAR OF

March/April 2007
us \$7.95 / can \$9.95
uk £6.00 / aust \$8.95

CAN \$7.95 / us \$6.00 / aust \$8.95

78624 79265 5

USA EDITION
adbusters 70
March/April 2007
us \$7.95 / can \$9.95
uk £6.00 / aust \$8.95

ADBUSTERS

Their values are commonly described as anti-capitalist but **they describe themselves as pushing a new kind of politics that don't conform to any of the existing systems.** They carry strong messages and push movements to deter harmful but normalised operations and are famous for their spoof ads through which they

But **with an ageing magazine tends to come an ageing readership**, these dedicated followers provide the momentum to hit the bi-monthly release and allow this iconic magazine to live on. Preaching to the choir of people who are already involved and engaged with topics of activism and political awareness means they're missing an opportunity to expand. What stands between them and younger, less informed audience is the intensity in their tone and communication. They make calls to action like popping holes in strangers' SUV tires and they don't shy away from showing the true dark side of the world in imagery.

27

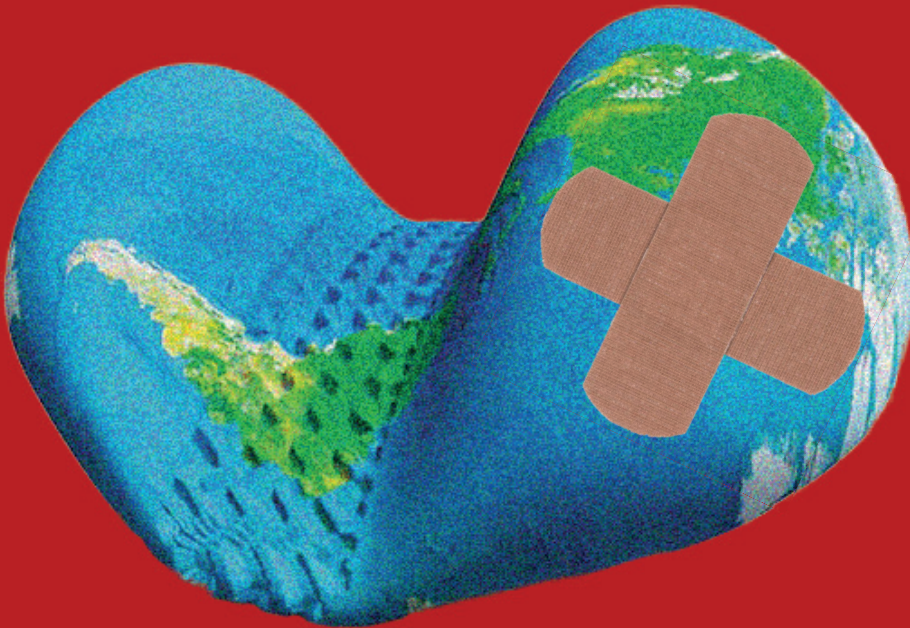
the brand: adbusters magazine the opportunity

As much as the Screen-tired Chronically Online appreciate a genuine approach to media, for the already overwhelmed, communicating in extremes makes them shut down.

The aim of this concept is not to take away from that or dilute the brand that has such a strong anti-branding identity. Instead it brings **another level of communication to gain more followers and ensure the brand doesn't fade away** into the magazine racks and bookshelves of dedicated activists that already have their core knowledge. This does not mean compromising their outspoken political views. It means realising that they can also cater to the beginners and adapt to the journalism of today. **Passion needs to start somewhere and the fact is that we are often reaching for Youtube to feed this part of ourselves rather than print material.**

Reflecting the way the main brand is built on the long-standing editor-in-chief's personal voice, it is time to bring a rejuvenated voice through a brand extension. This is voice of anyone who has found themselves struggling to describe how they feel about the world. The target group is personified by the team behind this addition to the Adbusters (online) office as a means of peer-to-peer reflection; in the series itself and in the staff that would join to make this happen. **This voice can maintain the graphic visual style that Adbusters already embraces**, but adapt it to internet vernacular as pixelated screenshots and blown up emojis.

finding
a new voice



solution

**a cure for
confusion**

by adbusters



the doctor
anyone with
internet can
afford.

the solution: a cure for confusion

The solution to the dilemma of the screen-tired needing guidance, media not reaching them and Adbusters not opening it's doors it is **a cure for confusion**, quite literally and figuratively.

This new brand extension of Adbusters magazine takes a focus on moving image journalism instead of print as video content has taken the world by storm. As easy as it would be to say that this is exactly why this group should step away from the screen, let's be honest: that's just not going to happen.


And so with **a cure** Adbusters can take their intensity down a notch and the use of digital platforms up a notch. Now is the the time for this media foundation that actually has roots in documentary-making to harness the power

of video content through a hybrid docuseries that merges entertainment with podcast-like narration. A key to making this convincing is **the appearance of everyday people just like they love to watch so intently on social media, but this time with a purpose.**

Big, scary words don't need to be so scary, and the day doesn't need to end with a brain fog and anxiety about what needs to be done tomorrow after wasting hours scrolling. Let's work the future into the scroll and politics into the screen.

Socio-political media can be saved from putting the brain to sleep. **The cure for multi-media and complexity caused confusion is accessibility.**

big words don't
need to be so
scary

A person wearing a white lab coat stands in the center, holding a black microphone in their right hand. They are flanked by two individuals wearing black dresses. The background is a plain, light-colored wall. The text "take a seat" is overlaid in the lower right area.

**take
a seat**



ADBUSTERS
MEDIA FOUNDATION