

# CORPORATE REVOLT

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## WHAT IT'S ABOUT

Brand has become a universal language in today's world with the most successful being recognized on every continent and in thousands of languages. Building and maintaining a successful brand is a carefully orchestrated process that can give a corporate entity a tremendous amount of power and influence over our day to day lives. This design thesis project will examine the role branding plays in a consumption-centric society by bringing it into focus through a fictitious worst-case scenario.

## THE SCENARIO

In the near future a handful of America's top corporations form a collective called Anarkon. Anarkon's goal is to sell a revolution to the public through a targeted branding and marketing campaign. The objective of this revolution is a corporate sponsored state more conducive to maximizing shareholder profits. In the process Anarkon will create and meet a need by selling not only the ideology of revolution, but the supplies necessary to carry it out.

## THE OBJECTIVE

If we continue to blindly follow wherever the corporations behind our favorite brands lead us, what will the future hold? Do we already live in a corporate sponsored state and if so what implications does that have? How does the power of branding affect public opinion and action? By subversively calling the power and influence of today's corporate brands into question, this project hopes to incite curiosity, intrigue and ultimately dialog, about the power of branding.



Anarkon sponsored protestors, Washington DC, 2008.



Packaging for the Anarkon Molotov Cocktail.