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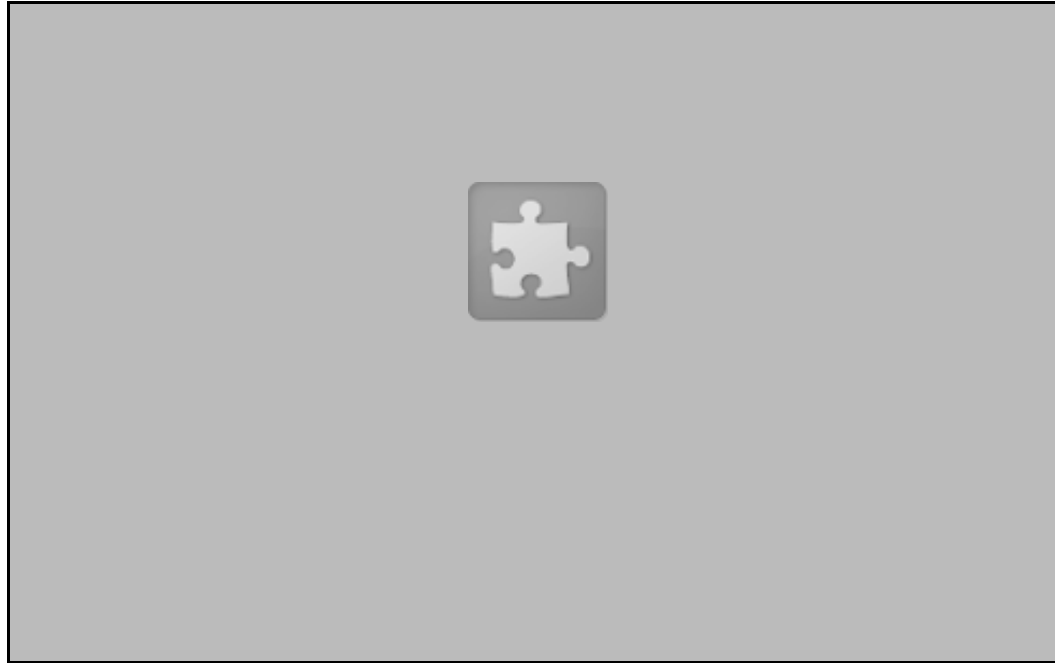
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The art of Advertising within The zeitgeist movement



It is clear to even the uninitiated that the zeitgeist movement is on a constant advertising campaign, while they call it spreading awareness, it is simply another term used in the advertising industry, and a key concept in its initial product placement in the mind of the public consumer.

Here is an example of how market strategists work with advertising campaigns:

First they gather a team of dedicated individuals to create an image they want to present to the public.

[TZM check] They have most certainly collected a lot of advertising dummies to jockey their product.

Second and most important key role of any advertising and branding is generating awareness and recognition of a certain product or service.

[TZM check] They have certainly made a concerted effort to impose their image on every possible website. This is particularly prevalent with anything dissenting or harmful to their public image. Venus project attempted trademarking, Zeitgeist being an identifying product name for everything Peter Joseph Merola does.

Third and the second most important concern is to actually condition the minds of consumers as to what image you would want them to associate with the product

[TZM check] Well this is an ongoing campaign that is eating away at the possibility their image be tainted, the minds of the current consumers [their members] are always attended to, and it is their goal to make sure nobody online gets away with bastardizing their brand image and group [Roxanne Madows even used this term in emails about their trademarking of the RBE term].

However, here in lies a problem, once having established a very strong and powerful brand name, it is hard to step away from the existing image. If in the future, one would want to project a new image, or take on a different market position, the identity has been established. This would take another series of advertising efforts to transform the image of the product.

[TZM check] Peter Joseph himself is encountering this with his dissociation with his initial claims in his first conspiracy movie, where he has edited, re edited, and denied discussion of off topic subjects he wishes not to address. Unfortunately for him , he can not turn the clock back, and 50 million + people are testament to his mistake.

So in short what they call awareness, is simply nothing short of an online advertising campaign, furthering the market strength of their product, and perception is everything.

You might ask what their branded product actually is ?

That is for you to use your own intellect and figure out.

But it is also interesting to note that the maker of Zeitgeist has experience from within the advertising industry, and has self-confessed this in radio shows and interviews, so it is of little wonder the movement is nothing short of an advertising campaign he is overseeing.

Article used: [link](#)

And this is pretty much it, the anti dollar dollar, the anti marketing dollar, the righteous indignation dollar, the anger dollar huge in times of recession, and the trapped dollar.

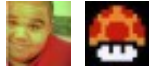
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~ by anticultist on January 5, 2010.

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10 Responses to “The art of Advertising within The zeitgeist movement”

1. The advertising industry is part of the problem of society. It plays on the ignorance of the masses and is very manipulative in nature. Peter Joseph, being employed by this industry is well versed in the tricks of the trade. An ad man can sell you anything, including the idea of a free society. He treads onto dangerous territory by using Zeitgeist members as free labor for his marketing efforts. Members are captivated by the idea of a society in which there is no work, but end up working for the Venus Project for free! The design of the Zeitgeist Movement website implies that it is a humanitarian movement. The rhetoric is inspiring, and contains quotes from famous humanitarians like Martin Luther King. The website is misleading in that it does not clearly state the true objective of the movement, which is to promote the Venus Project. A Zeitgeist member would argue that by promoting the Venus Project they are helping to transform society. This is only true if the Venus Project actually does something to benefit society, which it does not. They are in the business of selling materials and making propaganda films.

The Zeitgeist Movement is manipulative in that it cons (mostly young) people into becoming mouthpieces for the Venus Project by disguising itself as a humanitarian movement. Zeitgeist members are convinced they are making a difference when all they are doing is learning how to be good marketers, just like Peter Joseph. This is false empowerment and a very manipulative practice. If a member wishes to take real actions based on the ideology of the Venus Project, they are encouraged go and start their own movement somewhere else.

Peter Joseph, Roxanne Meadows, and Jacque Fresco believe that their actions are justified. Their self-righteousness blinds them to the fact that they are being manipulative in their actions. What they are really doing is making Zeitgeist members impotent, keeping them entangled in an

endless web of rhetoric and incapable of real action.



gillian said this on [January 7, 2010 at 9:36 pm](#) | [Reply](#)

2. Yeah they entice them into the idea that the movement is all about not working in the future, yet ironically these people are all being used as free labour now, and working more now than they probably did !



anticultist said this on [January 7, 2010 at 11:08 pm](#) | [Reply](#)

3. what annoys me more than anything is that the members of the movement are blind to all of these things. they really do believe that by advertising someone elses product/ideas they are somehow making the world a better place. i just dont even know what to say, its too depressing really.



bohemianchild said this on [January 8, 2010 at 1:28 am](#) | [Reply](#)

- The scariest part is that it is effective, hundreds of new members [signing up for the newsletters] are sucked into the movements campaign weekly , even daily, and the campaign to advertise the venus project as the solution continues to grow.

If they were advertising alternative options that are going down the same path, it would be much less worrying.

But there is no practice of giving alternatives a chance in their advertising campaign [it is all about the venus project], and alternatives are not respected as equally important.

For all others are considered as a group stealing someones [trademarked idea](#).



anticultist said this on [January 8, 2010 at 2:22 am](#) | [Reply](#)

4. “Jacque Fresco and Roxanne Meadows have been financially supporting this project through outside jobs for 35 years. We are now beginning to get donations and we deeply appreciate your contributions in this way. Unfortunately we still live in a monetary system and there is no other way we can print the books, produce our models and make our videos.”

“Donations are used to help promote the direction of Future By Design, the nonprofit sector of The Venus Project.”

This is taken right off their webpage, under what you can do/get involved.

Basically on that page its just advertising and promotion for their project, which is simply making books to sell, models to animate with, and videos to sell with their models animated in.

[sarcasm]

Sounds like a worthy project to fund, count me in, I would much rather finance this than say...pay for people to survive living the week out.

[end sarcasm]



[anticultist](#) said this on [January 14, 2010 at 6:58 pm](#) | [Reply](#)

5. I had to reply to this one.

“It is clear to even the uninitiated that the zeitgeist movement is on a constant advertising campaign, while they call it spreading awareness, it is simply another term used in the advertising industry, and a key concept in its initial product placement in the mind of the public consumer. Here is an example of how market strategists work with advertising campaigns:

First they gather a team of dedicated individuals to create an image they want to present to the public.”

The communication team. I’m not a fan of the word “advertisement” but when you hear Peter Joseph on his radio show saying that he is hiring PR before ZDAY, then yeah... that is advertisement.

[This was before ZDAY]

“[TZM check] They have most certainly collected a lot of advertising dummies to jockey their product.”

Yeah, I remember reading the Zeitgeist Orientation Guide and at the end, he advocates for a communication team and what he says is spread the word on MYSPACE, FACEBOOK and the rest of the social network sites out there. So, yeah... it’s the digital age, I think any activist organization would operate the same in 2010. I would expect more offline activism advocated as well.

(Source) Pg. 82:

<http://thezeitgeistmovement.com/The%20Zeitgeist%20Movement.pdf>

“Second and most important key role of any advertising and branding is generating awareness and recognition of a certain product or service.”

Yeah... I think the Zeitgeist Media Project is going to be the next project. TZM certainly has a lot of websites up:

ZeitgeistMediaProject.com
 ZeitgeistMovie.com
 TheZeitgeistMovement.com
 ZDAY2010.org

It makes you wonder how many websites is he going to make before he decides to take action with his movement. Especially how many 3rd party websites their going to be as well just promoting.

“[TZM check]They have certainly made a concerted effort to impose their image on every possible website. This is particularly prevalent with anything dissenting or harmful to their public image. Venus project attempted trademarking, Zeitgeist being an identifying product name for everything Peter Joseph Merola does.”

I guess reputation matters more than activism.

“Third and the second most important concern is to actually condition the minds of consumers as to what image you would want them to associate with the product”

I see an ongoing confusion on what TZM members are going to associate with and what not to associate with.

“[TZM check]Well this is an ongoing campaign that is eating away at the possibility their image be tainted, the minds of the current consumers [their members] are always attended to, and it is their goal to make sure nobody online gets away with bastardizing their brand image and group [Roxanne Madows even used this term in emails about their trademarking of the RBE term].”

Yeah, I read that and if they are going to protect the names of “Zeitgeist” and “RBE” to this extreme, I find it difficult to see TZM moving forward in anyway. It’s guaranteed infighting.

“However, here in lies a problem, once having established a very strong and powerful brand name, it is hard to step away from the existing image. If in the future, one would want to project a new image, or take on a different market position, the identity has been established. This would take another series of advertising efforts to transform the image of the product.”

Yeah, I remember on one of his shows catch him saying that he would name his next film “Moving Forward” without the Zeitgeist attachment. But it looks like he changed his mind and wanted to add Zeitgeist in it again by calling it “Zeitgeist: Moving Forward”. I wonder as soon as it comes out, will he and Mods quickly lock threads regarding this future film and throw such threads in the MISC. and say that the film is not the movement like he does with “Zeitgeist: Addendum” where he one day takes it out of the toolkit and puts it back?:

http://thezeitgeistmovement.com/joomla/index.php?option=com_kunena&Itemid=99999&func=view&catid=229&id=251789

“[TZM check] Peter Joseph himself is encountering this with his dissociation with his initial claims in his first conspiracy movie, where he has edited, re edited, and denied discussion of off topic subjects he wishes not to address. Unfortunately for him , he can not turn the clock back, and 50 million + people are testament to his mistake.”

I’ll be waiting for the Director’s cut, that’s for sure.

“So in short what they call awareness, is simply nothing short of an online advertising campaign, furthering the market strength of their product, and perception is everything.”

In the article, that’s what they call it – “awareness”.

“You might ask what their branded product actually is? That is for you to use your own intellect and figure out.”

It’s up for folks to decide for sure.

“But it is also interesting to note that the maker of Zeitgeist has experience from within the advertising industry, and has self-confessed this in radio shows and interviews, so it is of little wonder the movement is nothing short of an advertising campaign he is overseeing.”

Good point.

“Article used: link”

I read that article and it breaks it down to a science, doesn’t it? I think that’s why most people don’t look at it as advertising, because the advertising itself doesn’t look like advertisement for it being artistic. Very interesting read I must say.

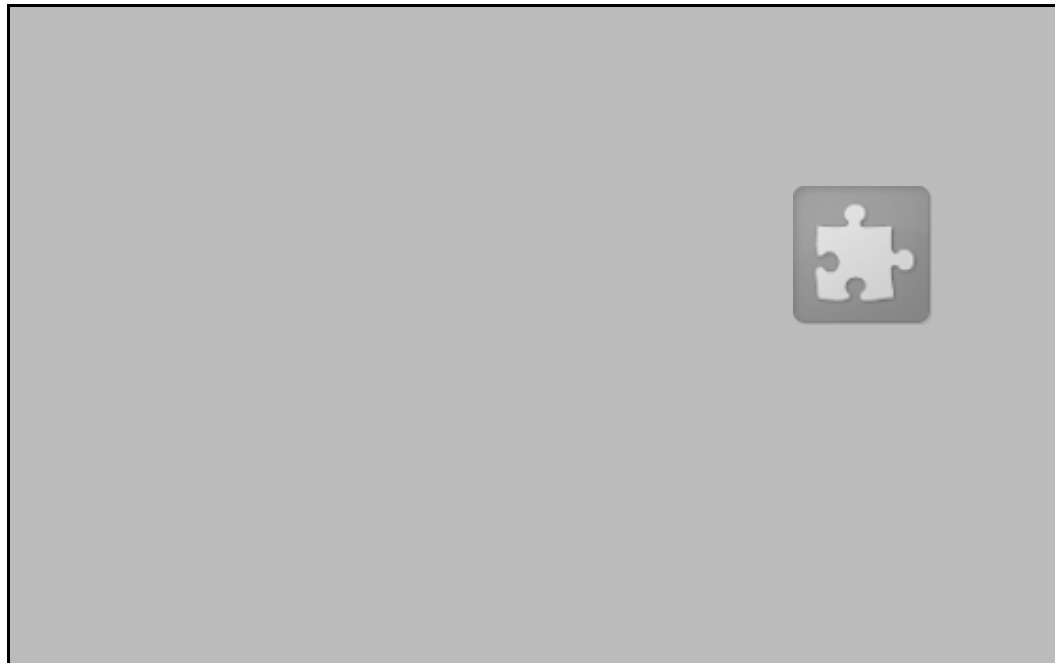
“And this is pretty much it, the anti dollar dollar, the anti marketing dollar, the righteous indignation dollar, the anger dollar huge in times of recession, and the trapped dollar.”

Just like Bill Hicks said – yeah, this is an interesting blog.

The video is awesome.

“The advertising industry is part of the problem of society. It plays on the ignorance of the masses and is very manipulative in nature. Peter Joseph, being employed by this industry is well versed in the tricks of the trade. An ad man can sell you anything, including the idea of a free society. He treads onto dangerous territory by using Zeitgeist members as free labor for his marketing efforts. Members are captivated by the idea of a society in which there is no work, but end up working for the Venus Project for free! The design of the Zeitgeist Movement website implies that it is a humanitarian movement. The rhetoric is inspiring, and contains quotes from famous humanitarians like Martin Luther King. The website is misleading in that it does not clearly state the true objective of the movement, which is to promote the Venus Project. A Zeitgeist member would argue that by promoting the Venus Project they are helping to transform society. This is only true if the Venus Project actually does something to benefit society, which it does not. They are in the business of selling materials and making propaganda films.”

This is what bothers me a great deal... The quotes from MLK and Ghandi are on the website as soon as you enter it but yet on his show, he says that TZM is anti-philosophical at the same time where he tries to convince everyone listening that TZM is not a cult or a scam:



3:37

But you can listen to the whole thing as he tries to explain that TZM is not a cult or a scam.

If TZM is anti-philosophical, then I think Peter Joseph should remove those quotes from his website and have them be removed from Chapter websites as well, if he doesn't – then I will see that as manipulation and to boost romanticism. It's sickening and disheartening to me to see such tactic be used.

But at the end of the day, all activists work for free in general, because that's called altruism (has ISM knee-jerk reaction), but those who get paid by TZM – disrespect it's own principles sadly. Especially those paying them. I remember Peter Joseph use to saying something like “once money touches something, it turns into shit.” It's a difficult line to walk.

“The Zeitgeist Movement is manipulative in that it cons (mostly young) people into becoming mouthpieces for the Venus Project by disguising itself as a humanitarian movement. Zeitgeist members are convinced they are making a difference when all they are doing is learning how to be good marketers, just like Peter Joseph.”

I feel like that actually.

This is false empowerment and a very manipulative practice. If a member wishes to take real actions based on the ideology of the Venus Project, they are encouraged go and start their own movement somewhere else.”

That's where independent projects come in such as RBOSE, RBEF and so on. I get told by others in independent project to not call it “splinter groups” because it has a bad sound to it and I understand. The more those words are used, then we're more likely are going to spend our time fighting with each other when we should just simply move on and actually do something. But when misrepresentations come in to play, defense is understood.

“Peter Joseph, Roxanne Meadows, and Jacque Fresco believe that their actions are justified. Their self-righteousness blinds them to the fact that they are being manipulative in their actions. What they are really doing is making Zeitgeist members impotent, keeping them entangled in an endless web of rhetoric and incapable of real action.”

Yeah, a lot of them are going to feel trapped and wait at foot for them to say what the next move should be – that I don't like. If people can take action right away, then that shouldn't be stopped and that person should have their compassion flowing oppose to inner-politics making that same compassion die. I certainly see more independent projects forming after being as patient with TZM and TVP they try to be.

“Yeah they entice them into the idea that the movement is all about not working in the future, yet ironically these people are all being used as free labour now, and working more now than they probably did!”

If Peter Joseph does more praising people for their online efforts oppose to what they do openly in public to contribute offline, then you're

going to keep seeing more online promotion for sure.

“what annoys me more than anything is that the members of the movement are blind to all of these things. they really do believe that by advertising someone elses product/ideas they are somehow making the world a better place. i just dont even know what to say, its too depressing really.”

Well, if most people are in their 20's as I hear the usual demographic people say that TZM is, then yeah – that's what they are going to think. But with independent projects, we can lead by example therefore having more serious folks join into actually doing oppose to just trying to fit in with the movement online.

“The scariest part is that it is effective, hundreds of new members [signing up for the newsletters] are sucked into the movements campaign weekly , even daily, and the campaign to advertise the venus project as the solution continues to grow.”

Those subscribing are pretty much subscribing to see what's up – the majority of them I would say. Not as full-fledge members, if that was the case – then we would have saw a lot of progress by now.

“If they were advertising alternative options that are going down the same path, it would be much less worrying.”

Promoting other alternatives are usually discouraged, you can't deviate from what TZM and TVP says now.

“But there is no practice of giving alternatives a chance in their advertising campaign [it is all about the venus project], and alternatives are not respected as equally important. For all others are considered as a group stealing someones trademarked idea.”

Well, when TZM claims to be the activist arm for one project, you can start to see people being closed minded to other stuff. I agree. So branching seems naturally inevitable.

“Jacque Fresco and Roxanne Meadows have been financially supporting this project through outside jobs for 35 years. We are now beginning to get donations and we deeply appreciate your contributions in this way. Unfortunately we still live in a monetary system and there is no other way we can print the books, produce our models and make our videos. Donations are used to help promote the direction of Future By Design, the nonprofit sector of The Venus Project.

=====

“This is taken right off their webpage, under what you can do/get involved.”

Yeah.

“Basically on that page its just advertising and promotion for their project, which is simply making books to sell, models to animate with, and videos to sell with their models animated in.

[sarcasm]

Sounds like a worthy project to fund, count me in, I would much rather finance this than say...pay for people to survive living the week out.

[end sarcasm]“

Guilt-inducing does a great deal. People already know the world needs saving.



[BranManFloMore](#) said this on [April 28, 2010 at 6:26 am](#) | [Reply](#)

6. “The scariest part is that it is effective, hundreds of new members [signing up for the newsletters] are sucked into the movements campaign weekly , even daily, and the campaign to advertise the venus project as the solution continues to grow.”

Those subscribing are pretty much subscribing to see what’s up – the majority of them I would say. Not as full-fledge members, if that was the case – then we would have saw a lot of progress by now.”

the simple way to beat them then is to show up on google, and kind of virally inform the public.



[prometheuspan](#) said this on [April 28, 2010 at 5:39 pm](#) | [Reply](#)

7. I just noticed that those quotes on the main website are gone:

<http://thezeitgeistmovement.com/joomla>

And all Chapter websites with the same template style, but still has the Albert Pine quote in his ZDAY website:

http://zday2010.org/templates/zday2010_splashpage/images/FIRST_PAGE/quote.jpg

And the same quote is in his signature on his FORUM account:

<http://thezeitgeistmovement.com/joomla/index.php?>

[option=com_kunena&Itemid=99999&func=view&catid=60&id=246777&limit=10&limitstart=50#247067](http://thezeitgeistmovement.com/joomla/index.php?option=com_kunena&Itemid=99999&func=view&catid=60&id=246777&limit=10&limitstart=50#247067)

I guess he likes throwing mix signals.

“the simple way to beat them then is to show up on google, and kind of virally inform the public.”

I’m all for defending yourself when baseless accusations are thrown at you and that person or group trying to clear it up by dismissing the misrepresentation(s), but I don’t look at this whole thing as competition because I’m focused on being project-orientated and so should everyone else. Are projects will get us attention alone.

We don’t have to “beat them”, they are hurting themselves already.



[BranManFloMore](#) said this on [April 28, 2010 at 6:57 pm](#) | [Reply](#)

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[Zeitgeist Blogs: Zeitgeist is a Mind Heist « Zeitgeist Movement Exposed](#) said this on [November 10, 2010 at 9:09 pm](#) | [Reply](#)

9. [...] The art of Advertising within The zeitgeist movement [...]

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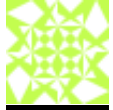
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