

# The Marketing Matrix: Why Corporate Power is a Public Health Priority

## ASPIRE 2025

SEMINAR

Monday 8 December 2014  
University of Otago,  
Mein St, Newtown, Wellington

We invite you to an **ASPIRE2025** seminar with Professor Gerard Hastings, an internationally recognized expert in social marketing research, who will discuss marketing techniques used by the tobacco, alcohol and food industries.

**Register now** to hear about:

The influence of corporate power and what has been termed the 'industrial epidemic' affecting our diet, drinking and smoking. He will detail the wider impacts of corporate capitalism in driving inequalities, undermining communities, and distorting the democratic process.

Gerard will consider how corporate capitalism, by encouraging ever increasing consumption, pushes the limits of a finite planet. He will conclude by exploring the challenges these practices present to public health. The seminar structure allows time for audience participation so we can all contribute to this crucial debate.

### Keynote Address:

#### Gerard Hastings PhD, OBE

Gerard Hastings is a Professor at Stirling University, the Open University and Professeur Associé at the École des Hautes Etudes en Santé Publique in Rennes. He is founder of the Institute for Social Marketing and Centre for Tobacco Control Research at Stirling University in Scotland.



Professor Hastings has a distinguished track record in researching the impact of marketing on society – both for good and ill. He has advised Governments and worked with policy makers around the world to promote healthy, evidence-based and effective public policies.

More recently he has focused on the wider impact of business on key social problems such as materialism, inequality and sustainability. His highly influential book 'The Marketing Matrix' investigates how corporate power and corporate sector marketing affect individuals, populations and the planet, and dissects and critically reviews Corporate Social Responsibility and Cause Related Marketing.

### Seminar Schedule

- 3.00pm Coffee & registration
- 3.15pm Welcome
- 3.20pm Keynote address
- 4.10pm Questions & discussion

**There is no cost to attend this seminar, but places are limited.**

**To register, please contact Fran Wright at the University of Otago, Wellington by Wednesday 3rd December . Email: [fran.wright@otago.ac.nz](mailto:fran.wright@otago.ac.nz)**

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

## ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development.

ASPIRE2025 conducts research to inform the Smokefree 2025 goal. We are proud to be partners with the Health Promotion Agency.