



DOCUMENTARY	CURRENT AFFAIRS & SOCIAL ISSUES	52 min.
	BRANDING	

IN BRANDS WE TRUST

© LOCOMOTION FILMS INC.
All Rights Reserved

ENGLISH FRENCH

In our society, everything we wear, eat or possess has a label so how can we avoid being branded? Brands are no longer simply about the qualities of the product or service they sell, they are promoted as a set of values, a philosophy, even an ideology. What is our relationship to brands? How can we measure their influence? Are brands a way to a particular identity? Are brands the latest ideology? From Chanel to Nike, this documentary explores the world of brands, their presence in our contemporary society and their impact on the modern citizen.

415-A Mount Pleasant
Montreal Westmount
Canada (QC) H3Y 3G9

T (514) 844 3636 • F (514) 844 4990

Distribution and Licensing

MGC **MGC the Multimedia
Group of Canada**
www.the-mgc.com