



Palliative Marketing Wednesdays 2025: Topics & Dates

Palliative Marketing Wednesdays are monthly two-hour meetings, open exclusively to members of the International Association of Palliative Marketing. These gatherings are designed to foster both networking among members and transdisciplinary dialogue on key concepts central to the association's vision—such as need, authenticity, market, consumer, care, brand, value, target, and more.

Rather than following a fixed agenda, each session unfolds organically through the dynamics of the conversation. The purpose is not to generate definitive answers or theoretical knowledge, but to cultivate reflection and shared inquiry—encouraging a critical sensibility and a deeper, more nuanced understanding of contemporary marketing practices.

Meetings are held online. Access links will be sent via email one week before each scheduled session.

Below is the calendar of meetings from October to November 2025:

- **Wednesday, October 8, 2025, from 6 to 8 p.m. (CET)**
- **Wednesday, November 12, 2025, from 6 to 8 p.m. (CET)**

Below is the calendar of meetings from March to July 2025:

- **Wednesday, March 5, 2025, from 6 to 8 p.m. (CET)**

- **“Narrating Cultural Heritage”**

Focusing on the intersection of influencer marketing and the arts, we explored the case of Botticelli’s Venus reimagined as a virtual influencer in a promotional campaign by the Italian Ministry of Tourism. This sparked a rich discussion on authenticity, the narrative construction of cultural heritage, and how marketing can contribute to the valorization—or commodification—of a country’s historical legacy.

- **Wednesday, April 2, 2025, from 6 to 8 p.m. (CET)**

- **“Ethical Financial Marketing”**

This meeting focused on marketing strategies in the finance sector, with particular attention to advertising campaigns in the banking and investment industries. We explored how these communication efforts influence consumer financial education, examining their impact through an ethical lens.

- ~~**Wednesday, May 7, 2025, from 6 to 8 p.m. (CET)**~~

- **Wednesday, June 4, 2025, from 6 to 8 p.m. (CET)**

- **“Representing Pain. Total Pain in Advertising”**

The session focused on the representation of pain in advertising campaigns, with particular attention to the four dimensions of *total pain*: physical, psychological, social, and existential. We examined how these aspects are communicated in various contexts — from pharmaceutical advertisements to social marketing and examples drawn from the field of palliative care. A comparison between Italian and Anglo-Saxon contexts offered critical insights

into how pain is narrated and instrumentalized in communication, raising important ethical questions.

- **Wednesday, July 9, 2025, from 6 to 8 p.m. (CET)**

“Aestheticizing Food. Between Food Porn and Healthwashing”

This session focused on marketing in the food & beverage industry, with a spotlight on the *food porn* phenomenon and its ethical implications. We examined advertisements from different time periods, from the 1990s to the present, reflecting on how food has become increasingly aestheticized in visual communication. This process can lead to two parallel drifts: the sensual glorification of food (*food porn*) and its idealized representation as a symbol of health (*healthwashing*). The discussion provided a critical space to explore how marketing shapes our relationship with food, the body, and health.