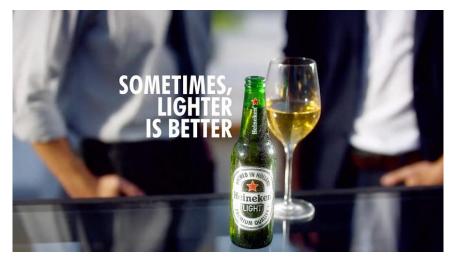
Taneisha Bailey
Assignment 8
Communication Design Theory

1.



Nike to launch their 30th Anniversary 'Just Do It' ad campaign. The controversial commercial featured Colin Kaepernick, a former NFL player who was dismissed from his football career after standing up for his beliefs and protesting against inequality of minorities in the US.

Examples Of Controversial Ads In 2021 (Do They Work?) - The Click Fraud Blog | ClickCease



■ Heineken 2018 'Lighter is better' advert. Racist?

To introduce their new product, Heineken Light, Heineken launched a 30 second ad that raised debate world-wide. The controversial ad shows a bartender sliding a bottle of Heineken Light along the bar, passing numerous people of color, before arriving at a woman with lighter skin. "Sometimes lighter is better" appears, and the ad ends there.

<u>Heineken Pulls 'Lighter Is Better' Ad After Outcry Over Racism - The New York Times</u> (nytimes.com)

3.



This PSP billboard overseas. The copy read, "White is coming." Coupled with an image of a white woman viciously holding a shorter black woman — not good.

The 10 Most Racist Ads of the Modern Era (businessinsider.com)