

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](#)

2.



▣ 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.

[Heineken Pulls 'Lighter Is Better' Ad After Outcry Over Racism - The New York Times \(nytimes.com\)](https://www.nytimes.com/2018/07/26/world/europe/heineken-lighter-is-better-ad-racism.html)

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 \(businessinsider.com\)](https://www.businessinsider.com)