



Adidas soccer cleats have been given different model names, from Copa to Nememiz. Unless you're a soccer player or soccer cleats enthusiasts, It can be very difficult to distinguish them all and understand the history behind the names. The Adidas Predator model is one that has been

around for ages, and many players over time have been associated with that specific cleats model. Players like David Beckham. As we navigate these times of racial sensitivity, some things can be misread the wrong way. Like putting the word “Predator” next to a photograph of a black man. Without context, that can be very difficult to interpret. Leading a CNN commentator to make the following comment about the campaign.



angelarye

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angelarye And now @adidas...this is devastating. —>a lot of you are defending this ad by saying the soccer player pictured wears this line of cleats. Where's the shoe? Do you understand that PREDATOR has a negative connotation particularly when we are talking about the perception of Black people in the world? This is irresponsible and NOT well thought out.

Load more comments

qwaid Predator is the line..

pettyandrew\_ You reaching, wow

a.chav713 @angelarye they use mesut ozil also... theres nothing racist about this.

no\_apologies5 Reach

cfj712 What?

gmminns6 Disgusting

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## THE HONEY POT TARGET CAMPAIGN



<https://www.youtube.com/watch?v=23kUpB79cQk>

The Honey Pot campaign stirred a ridiculous movement of outrage from some caucasian people because Bea Dixon, founder of Honey Pot made a statement they believed was very biased. She said she hopes her endeavor opens the door for many black girls. This caused many caucasian people to leave negative reviews on her products because they felt little white girls were left out of her wishes. As black girls and white girls deserve the same opportunities and also wishes. A large number of people from the black communities counter attacked by leaving a series of highly positive reviews to counter the effects of the negative reviews.

## NIVEA — WHITE IS PURITY



This ad by Nivea also stirred up some controversy on the meaning of white signaling purity. It's branded in our thinking that white is a symbol of purity and cleanliness. Or in many societies and cultures, people with skin closer to white are held in higher esteem. In times like these when people are fighting against those beliefs, these types of campaigns are not very well received by the masses and are bound to be met with backlash.