

Controversial Advertising Campaigns That Backfired

tone-deaf high-profile lampoon endorsing cautionary tale
embroiled perpetuated backlash fallout backlash

Peloton's "The Gift That Gives Back"



Peloton, the luxury fitness company known for its exercise bikes, released a holiday ad in 2019 that ignited a firestorm of criticism. The ad featured a husband gifting his wife a Peloton bike for Christmas, and she then records her fitness journey throughout the year. While the commercial was intended to highlight personal transformation and empowerment, many viewers interpreted it as sexist and 1) _____. The woman, who already appeared fit, was seen as pressured to maintain her physique for her husband's approval. Social media users were quick to 2) _____ the ad, creating memes that mocked its premise. Critics pointed out that the ad 3) _____ unhealthy gender stereotypes, with some accusing Peloton of portraying the wife as anxious to meet her husband's expectations. The 4) _____ was so intense that Peloton's stock dropped, and the company spent weeks managing the PR 5) _____. Despite defending its intentions, Peloton acknowledged that the ad did not resonate as expected.

Kendall Jenner's "Fyre Festival" Promo



Kendall Jenner, along with other 6) _____ influencers, became 7) _____ in the infamous Fyre Festival scandal after promoting the event on Instagram. The festival, marketed as a luxurious music experience in the Bahamas, turned out to be a complete disaster, with attendees arriving to find poor conditions, inadequate food, and no performances. Jenner, who was reportedly paid \$250,000 for a single Instagram post promoting the festival, faced significant 8) _____ for 9) _____ an event that turned out to be a scam. As the details of the festival's failure emerged, Jenner and other influencers were criticized for their role in promoting the event without conducting proper due diligence. The backlash led to lawsuits against the festival's organizers, and the controversy became a 10) _____ about the risks of influencer marketing.



C1 & C2