

## Controversial Advertising Campaigns That Backfired

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### Burger King's "Women Belong in the Kitchen"

On International Women's Day 2021, Burger King UK launched a campaign that was intended to highlight the gender disparity in the culinary industry. The campaign's headline, however, read "Women belong in the kitchen," a provocative statement that immediately sparked 1) \_\_\_\_\_. While the tweet was intended to draw attention to the issue of gender inequality in the restaurant industry and promote scholarships for female chefs, many interpreted it as a sexist remark. The 2) \_\_\_\_\_ was swift and widespread, with social media users criticizing Burger King for using such a 3) \_\_\_\_\_ phrase, especially on a day meant to celebrate women's achievements. Although the brand quickly deleted the tweet and issued an apology, the controversy overshadowed the campaign's intended message of support for women in the culinary field.



### H&M's "Coolest Monkey in the Jungle" Hoodie

In 2018, H&M found itself 4) \_\_\_\_\_ in a major controversy after releasing an ad featuring a Black child wearing a hoodie that read "Coolest Monkey in the Jungle." Given the historical use of "monkey" as a racial slur against Black people, the ad was widely 5) \_\_\_\_\_ for its insensitivity. Social media 6) \_\_\_\_\_ in outrage, with many accusing the brand of 7) \_\_\_\_\_ harmful racial stereotypes. Celebrities, including The Weeknd, 8) \_\_\_\_\_ ties with H&M in response to the ad, and calls for boycotts spread across the internet. The company quickly 9) \_\_\_\_\_ the ad and issued a public apology, acknowledging that they had failed to consider the cultural implications of the imagery. Despite the swift response, the controversy raised important questions about the lack of diversity and cultural awareness in advertising.



The Elegant English Club

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