Controversial Advertising Campaigns That Backfired

severed	outrage	embroiled	backlash	perpetuating
tone-deaf	pulled	condemned	erupted	

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.

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