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<b>Examen : BTS Management des Unités Commerciales</b> <b>Épreuve orale de langue vivante étrangère : ANGLAIS (LV1)</b>	

## **Nike's controversial Colin Kaepernick ad campaign**

Company's share price has fallen, protesters have burnt trainers but LeBron James and Serena Williams have offered support.

5 Nike is no stranger to controversy, but selecting Colin Kaepernick, an outcast<sup>1</sup> American football player and civil rights activist, as the face of its new global advertising campaign is its most divisive move.

Kaepernick has been a polarising figure since 2016, when, as a player for the San Francisco 49ers, he refused to stand during the national anthem<sup>2</sup>. At first he sat as a protest, then later sank to his knee. The protest was intended to draw attention, he said, to police killings of African Americans and other injustices.

10 In 2017 when Kaepernick became a free agent, a player without a club, no team offered him a contract.

The new Nike advert nods to the 30-year-old's apparent exile from the league. It features a black and white close-up of Kaepernick's face overlaid with the caption: "Believe in something. Even if it means sacrificing everything."

15 Nike's share price fell by 2% on Tuesday as the response ranged from people burning trainers and cutting the Nike logo from their socks to threatening a complete boycott of the brand. On the other side the campaign was lauded<sup>3</sup> by figures including the basketball player LeBron James and Serena Williams

20 Opponents took to social media, promising to destroy Nike products. On Twitter they hit out at the deal using the hashtag #JustBurnIt, which trended alongside #BoycottNike.

Adapted from *The Guardian*, April 9<sup>th</sup>, 2018

<sup>1</sup> an outcast : *someone who is not accepted by a group of people or society*

<sup>2</sup> national anthem: *hymne national*

<sup>3</sup> lauded = acclaimed, celebrated