

Our internet picks of the week – 5 June '20

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ANNA WIECZOREK - TRAINEE PLANNER/BUYER 05 JUN 2020

While corporate engagement with social issues is not new, more and more high-profile brands are speaking up and taking a stand.

Brands have released ads and public statements amid nationwide #BlackLivesMatter protests following the death of unarmed black man George Floyd at the hands of US police officers. As protests about the brutality faced by black individuals and communities continue to intensify, this week we're looking at some of the meaningful initiatives supporting the movement.

#LetsNotForget

56 Black Men project has launched a campaign calling on the public to remember the

names of black people who have been killed by police and to take action against racism. The video urges viewers “Let’s not forget everyone whose name did not make it to a hashtag” and lists other black victims of police brutality. The campaign will run online and on UK out-of-home sites in partnership with Clear Channel.

For once don’t do it

In the days following the death of George Floyd, Nike released an ad turning their iconic slogan on its head and urging viewers ‘For once, don’t do it.’ Using white text on a black background, Nike calls on us all, ‘Don’t turn your back on racism...Don’t think you can’t be part of the change, Let’s all be part of the change.’ This is not the first time has taken a socially conscious stance with their advertising; NFL quarterback Colin Kaepernick, who protested racism and police brutality by kneeling during the national anthem at games, fronted their 2018 Dream Crazy campaign.

Read more about the campaign [here](#).

Silence is NOT an option

Ben and Jerry’s, maybe the worlds most loved ice cream brand, have not shied away from making a lot of noise in support of Black Lives Matter. The ice cream maker posted on their website this week urging us to “dismantle white supremacy” and setting out a four-step plan towards anti-racism action in the USA as well as reiterating its promise to speak out against injustices toward Black people in America. Their post was titled “Silence is NOT an option” and began with a plea to not forget George Floyd along with killings of other black Americans including, but not limited to, Ahmaud Arbery, Breonna Taylor and Trayvon Martin.

Read the full statement [here](#).

Catch up on last weeks internet picks [here](#).

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