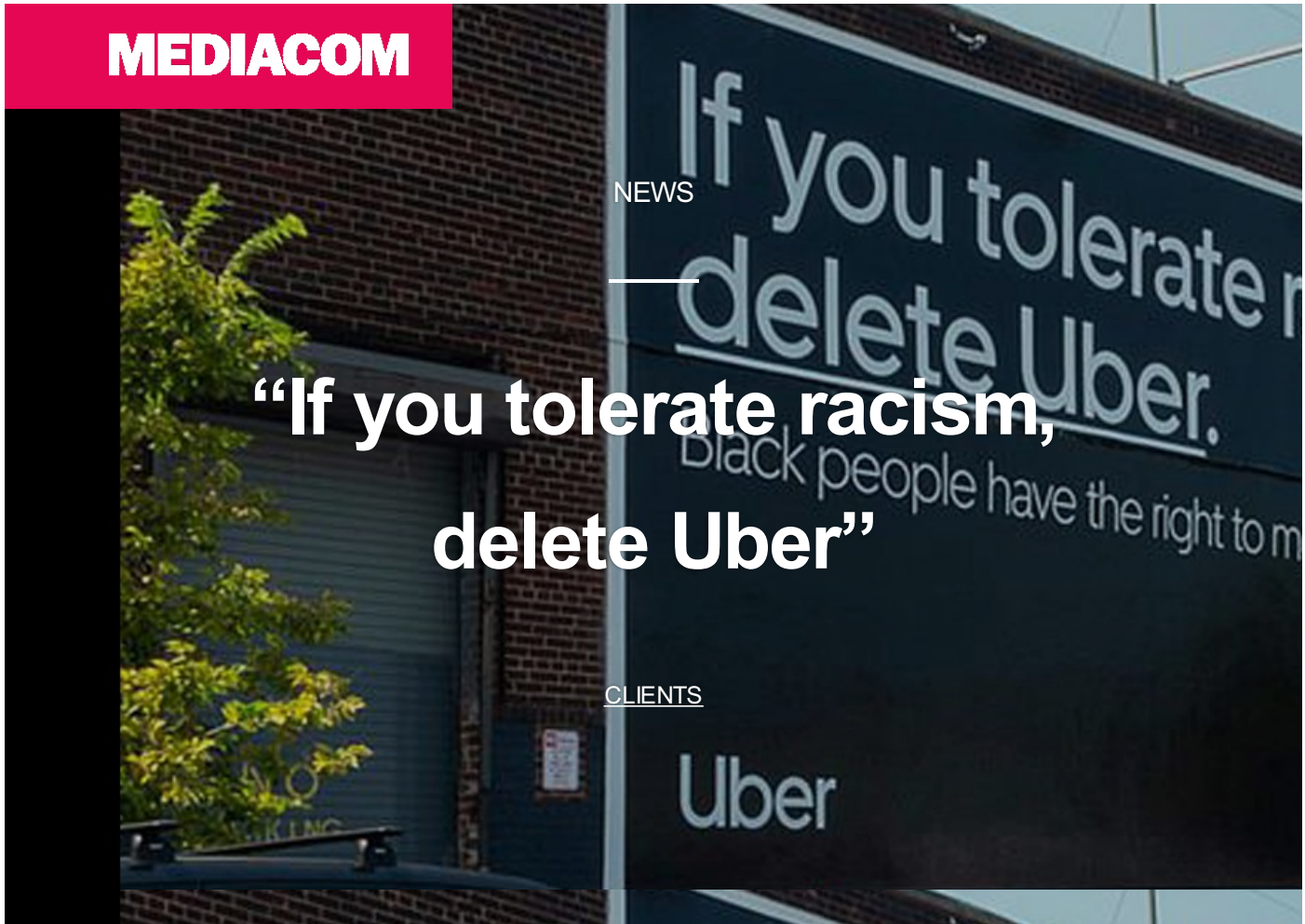


“If you tolerate racism, delete Uber”



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MediaCom recently worked with client, Uber and creative agency Wieden+Kennedy to deliver Uber’s latest campaign – “If you tolerate racism, delete Uber”. The campaign launched on August 28th – the 57th anniversary of the March on Washington and Dr. Martin Luther King Jr.’s famous, “I Have a Dream Speech”.

The integrated racial injustice campaign’s message was delivered across social media, emails, in app notifications and featured on billboards in 13 major U.S. cities. The messaging of the billboards also included, “Black people have the right to move without fear”. In addition to its own messaging, Uber also shared the ACLU’s Protesters’ Rights guide, advising protesters on steps to protest peacefully.

Uber continues to stand by what they say with a new [microsite](#) that discusses how the ride share company will rid its platform of racism and continue previous commitments such as

giving \$10 million to support Black-owned business.

During a time of heightened consumer activism, brands are looking to see how they can act and support equity within their communities and beyond. Uber's recent campaign is an excellent example of this and for those involved (Uber, MediaCom & Wieden+Kennedy) it was less about the advertising and more about taking a stand.

[Read the full AdAge article.](#)

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