

Dear Mr. Johnson,

I am contacting you in light of Pepsi's newest commercial released featuring model, Kendall Jenner. There is an ongoing protest for peace occurring in the commercial, and several people from diverse backgrounds are pictured joining this protest. The crowd cheers around the police at the end of the commercial after Kylie Jenner offers an officer a Pepsi.

I believe this commercial will be received poorly by the public. It could be seen as insensitive and offensive to the current efforts of the Black Lives Matter movement, which has been protesting against police brutality and in support of the Black community since 2013. This oversight, paired with the promotion of the Pepsi brand, could be interpreted as the company exploiting and minimizing the importance of these protests against injustice and violence for the sake of a commercial.

While the commercial gives media representation to people of diverse backgrounds and talents, I think as a whole it is heavily lacking in a storyline and purpose. The promotion of the Pepsi brand is entirely unassociated with protests and purporting the product as a peacemaker amidst this situation disregards the violent reality of the present protests against police brutality. The commercial lacks a tangible story, and the overall message is unclear.

As the commercial presently stands, I believe the brand could face excessive backlash. I think the brand would be far more successful continuing with an entirely different setting as there are far better ways for our brand to seek out relevance without causing insult. It is possible for the commercial to present a diverse cast and a celebrity in several other contexts. I think the commercial would be better off not including the police or protest and perhaps instead could take place in a city hosting a festival, parade or performance, in order to showcase the variety of skills and talents currently in the commercial.

I look forward to hearing your response on my perspective, and I hope that we can find a solution that is more appropriate for the Pepsi brand.

Sincerely,

A handwritten signature in black ink that reads "Madelynne Nutter". The signature is written in a cursive, flowing style with a large initial 'M' and 'N'.

Madelynne Nutter
Junior PR Coordinator
PepsiCo