

#### Case 14.

In March 2020, the German sports brand Puma was accused of Nazism because of its sneakers, in the colors of which they saw a portrait of Adolf Hitler. If you look at the Storm Adrenaline from top to bottom, you will notice that the black lines resemble side-swept bangs and a short mustache. Or is it Nikolai Gogol?

The toes and tongue of the sneakers from the autumn-winter 2019 collection are decorated with black lines, but when viewed from above, it seems that this is the face of Hitler, who had side-swept bangs and a short mustache.

Perhaps this fact would not have attracted such attention if not for the history of the brand. Puma founder Rudolf Dassler and his brother Adolf supported the Nazi regime and were members of the NSDAP. The National Socialists spent a lot of money on sports, and their supporters needed a lot of sports shoes. So, the Dasslers became one of the richest families in Herzogenaurach.



By the way, Russian-speaking users of social networks saw not only Hitler, but also Nikolai Gogol in the Storm Adrenaline sneakers. And by the way, the Russian classic's hair is more similar to what is depicted on the sneakers. The company itself did not comment on these comparisons.

Task:

1. Did the company do the right thing by not commenting on the scandal?
2. Develop a crisis response concept for Puma in the current situation.