



Metanoia 2020

Dodge and Defend

Final Round



Team Paper Bag



Never use pure white; it doesn't exist in nature.

Aldro T. Hibbard, American painter, 1886-1972

KINDLY VIEW IN PRESENTATION MODE

NIVEA had faced a huge backlash from people

- This ad was aired on 2nd April, 2017 on



141 688 921



the form of racism.



Cheyenne Ratnam | She/Her @CheyRatnam · Apr 6, 2017

You'd think #Nivea wld've learned from their 'remove your afro to recivilize yourself' ad yrs ago. Apparently not. New ad: 'White Purity'. 🤔



Scott Bellows
@ScottProfessor

Come on #Nivea. This is so racist that I do not even know where to begin. 🤔
Speechless. In future, refer to clothes or products, not colors.

3:55 AM · Apr 5, 2017 · Twitter for Android

493 Retweets 195 Quote Tweets

921 Likes



Betty V. Holcomb · Apr 6, 2017

Replying to @ScottProfessor
This is what happens when there are only white people in the room...

2 4



Shailaun @Sha... · Apr 7, 2017

Replying to @Mister_Griffie and @ScottProfessor
It's not about color meaning.. they are referring to keeping SKIN white



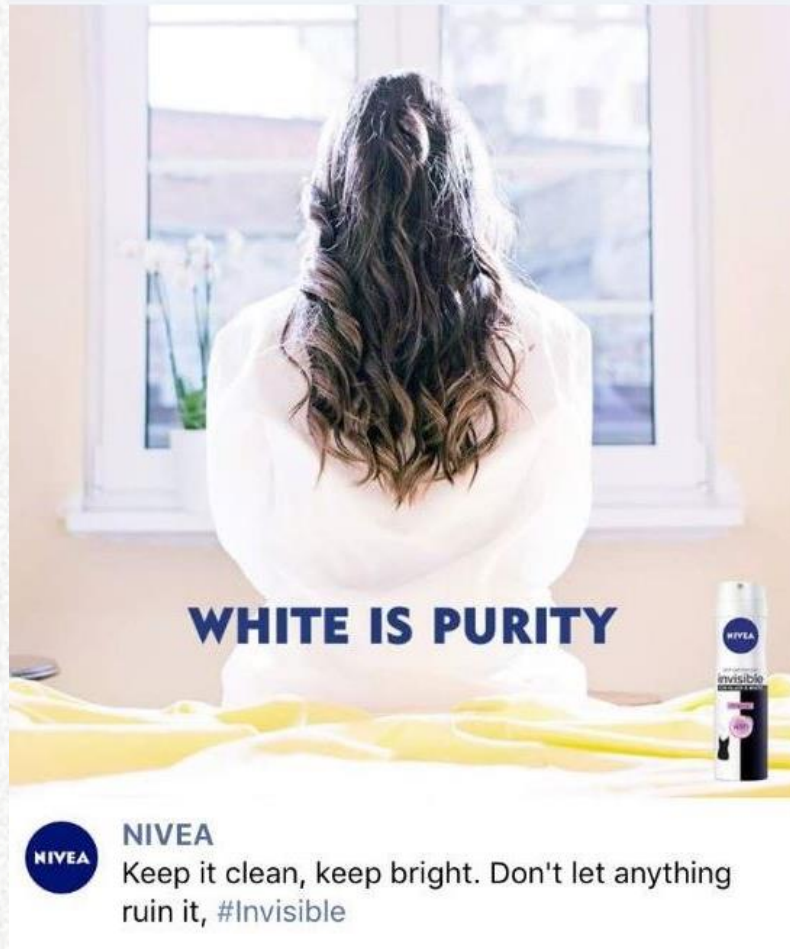
14 8

aximus @Kwesi_Booker · Apr 7, 2017

@CheyRatnam

- A lot was said about NIVEA and a lot was written in opposition this ad and NIVEA's idea of just supporting white skinned people (as can be seen from the images).
- This was ad was specifically run on the NIVEA middle east Facebook page.

Our Intent



No Skin Exposure: The ad does not show any kind of skin exposure by the model, which clearly depicts that NIVEA is not promoting a skin care product and so the word white is not about skin tone and it is about the clothes.

Caption: The caption mentioned below the picture clearly states the main focus of the ad i.e. clean and bright. This clearly states that our intent was never to relate any part of this ad to skin care or racism because a deodorant has no role to play in a skin's brightness or cleanliness.



Promotion: Moreover as this ad was aired in Middle east, it was meant for the people of those countries. Even the promotion of this product has been done by Sara Al Madin, who is person with a brownish skin tone. So, if the promotion was meant to be for white people, why the promoter be from a brownish background?

White is Pure. We believe it.. & Subtly...So does the world

Celebration

White is an inherently positive colour, is associated with purity, innocence, light, goodness, brilliance, faith and perfection.

Death

In funerals all of India -
White means purity,
and it is used to show
respect to the departed
and the family

Luxury

White Cutlery
White Linen
White Marbles
White Fixtures

Faith

Islamic, Shinto,
Roman Catholic
church, Hinduism -
White means purity

Power

Think Politicians
Think White
A desperate attempt
of portrayal of purity

Language

White Lie
White Collar
Whiter than White





Past Record

- If you have seen our past records (as mentioned here), we have always supported every race and have never differentiated people on the same.
- For whichever advertisement, we wanted to convey something related to skin care, we have shown the skin exposure of the model for the same.
- Also we had already mentioned about the part of fairer skin earlier that usage of our products decrease the level of melanin in your skin, which increases your skin tone in comparison to your present tone, which makes you look brighter than earlier. This does not mean that we just promote white people but we support brightness.



Thank You

We are open to comments