

News

Finance

Sports

More

GlobalData.

Nestlé, Tyson Foods pulled into X advertising lawsuit

Mail

Sign in

My Portfolio

News

Markets

Research

Personal Finance

Videos

Streaming Now

Upgrade to Premiur

X's Elon Musk in May 2024. · Just Food · Apu Gomes/Getty Images

Simon Harvey
 Mon, Feb 3, 2025, 8:33 AM 2 min read



In This Article:

[TSN](#)
[+2.21%](#)
[NSRGF](#)
[-0.13%](#)

The X social media platform has extended a lawsuit alleging an advertising boycott by some major companies to food giants Nestlé and Tyson Foods.

First launched in August, the case was expanded over the weekend to also include infant-formula maker Abbott Laboratories, and outside of the food industry, to Shell, Colgate-Palmolive, Lego and Pinterest.

X alleges a raft of companies conspired with the World Federation of Advertisers (WFA) and its affiliated body, the Global Alliance for Responsible Media (GARM), to pull advertising after the then Twitter platform was acquired by Elon Musk in 2022.

“In 2022, WFA knew that Twitter was vulnerable to an advertiser boycott by GARM-member advertisers and advertising agencies, as public reports indicated that ninety per cent of Twitter’s revenue was derived from advertising,” a court document filed with the Wichita Falls division for the northern district of Texas read.

It added: “WFA was concerned that Musk’s acquisition of Twitter could mark a change in Twitter’s implementation of, and adherence to, the GARM Brand Safety Standards.

“WFA organised an advertiser boycott of Twitter through GARM, with the goal of coercing Twitter to comply with the GARM Brand Safety Standards to the satisfaction of GARM.”

Just Food has asked the WFA, Nestlé, Tyson and Abbott to comment on the extension of the X lawsuit proceedings, first broadcast by the Wall Street Journal on

Saturday (1 February).

WFA declined to comment.

GARM, meanwhile, has ceased operations but has not fully identified the reasons for its demise.

“GARM is a small, not-for-profit initiative, and recent allegations that unfortunately misconstrue its purpose and activities have caused a distraction and significantly drained its resources and finances,” according to a notice posted on its website last August.

“WFA therefore is making the difficult decision to discontinue GARM activities.”

Others consumer goods giants in food, Unilever and Mars, were also included in the initial lawsuit.

Unilever, however, [reached a settlement](#) with X in October.

Just Food has asked Mars to confirm what its current position is in the case.

The X court document continued: “As desired and intended by the conspirators, shortly after Twitter’s merger with the Musk-controlled entities, a substantial portion of Twitter’s existing advertising customers, including both GARM-member advertisers and advertising agencies, as well as advertisers who were clients of GARM-member advertising agencies, abruptly discontinued or sharply curtailed their purchases of advertising from Twitter.

Story Continues

View Comments

[Terms](#) and [Privacy Policy](#)
[Privacy Dashboard](#)

Recommended Stories



Copyright © 2025 Yahoo. All rights reserved.

POPULAR QUOTES

- [Dow Jones](#)
- [S&P 500](#)
- [DAX Index](#)
- [Nvidia](#)
- [Tesla](#)
- [DJT](#)
- [Tariffs](#)

EXPLORE MORE

- [Mortgages](#)
- [Credit Cards](#)
- [Sectors](#)
- [Crypto Heatmap](#)
- [Financial News](#)

ABOUT

- [Data Disclaimer](#)
- [Help](#)
- [Feedback](#)
- [Sitemap](#)
- [Licensing](#)
- [What's New](#)
- [About Our Ads](#)
- [Premium Plans](#)
- [Terms](#) and [Privacy Policy](#)
- [Privacy Dashboard](#)

Quote Lookup

U.S. markets open in 9h 25m

US Europe Asia Rates Commodities Currencies Cryptocurrencies

S&P Futures

6,029.75 +7.50 (+0.12%)

Dow Futures

44,586.00 +21.00 (+0.05%)

Nasdaq Futures

21,455.75 +50.75 (+0.24%)

Russell 2000 Futures

2,272.50 +5.10 (+0.22%)

Crude Oil

72.23 -0.93 (-1.27%)

Gold

2,850.20 -6.90 (-0.24%)

My Portfolios
My Portfolios

Sign in to access your portfolio

Sign in

Top Gainers

BTC Bimergen Energy Corporation 9.52 +9.45 (+13,500.00%)

KC Kingsoft Cloud Holdings Limited 15.14 +2.57 (+20.45%)

GDS GDS Holdings Limited 25.68 +3.97 (+18.29%)

IDXX IDEXX Laboratories, Inc. 469.04 +46.99 (+11.13%)

OKLO Oklo Inc. 45.93 +4.32 (+10.38%)

Top Losers

BRZE Braze, Inc. 41.52 -4.46 (-9.70%)

BOOT Boot Barn Holdings, Inc. 145.52 -15.33 (-9.53%)

BBIO BridgeBio Pharma, Inc. 31.03 -3.18 (-9.30%)

PII Polaris Inc. 43.70 -4.00 (-8.39%)

JBLU JetBlue Airways Corporation 6.04 -0.54 (-8.21%)

- [Most Active](#)

- [NVDA NVIDIA Corporation](#) 116.66 -3.41 (-2.84%)



- [RGTI Rigetti Computing, Inc.](#) 13.47 +0.30 (+2.28%)



- [F Ford Motor Company](#) 9.89 -0.19 (-1.88%)



- [TSLA Tesla, Inc.](#) 383.68 -20.92 (-5.17%)



- [LCID Lucid Group, Inc.](#) 2.8000 +0.0400 (+1.45%)



- [Trending Tickers](#)

- [PLTR Palantir Technologies Inc.](#) 83.74 +1.25 (+1.52%)



- [SMCI Super Micro Computer, Inc.](#) 26.85 -1.67 (-5.86%)



- [AMD Advanced Micro Devices, Inc.](#) 114.27 -1.68 (-1.45%)



- [TSLA Tesla, Inc.](#) 383.68 -20.92 (-5.17%)



- [OKLO Oklo Inc.](#) 45.93 +4.32 (+10.38%)



- [Top Economic Events](#)



[Terms](#) and [Privacy Policy](#)

[Privacy Dashboard](#)

[Ad Terms Feedback](#)

