**Academic Summary:**

The article "Online Outrage Can Benefit Brands That Take Stances on Social Issues" explores the phenomenon of online outrage and its impact on brands that publicly express social stances. In theory, the authors Saeid Kermani, Peter Darke, and Theo Noseworthy, believe that when brands align with social causes, they tend to face online outrage. However, this outrage can be advantageous as it increases the brand's visibility and can lead to increased sales. This is supported by Nike's controversial Colin Kaepernick advertisement and the subsequent online backlash, which unexpectedly resulted in monetary success of $6 billion for the company. The article explores the psychology behind the positive impact of brand outrage, implying that it's viewed by participants as a threat to their personal social values, often stemming from a vocal minority. Many consumers, who either align with the brand's position or are unconcerned, might feel driven to support the brand amidst the outrage, leading to increased sales. The managerial implications underline the need for brands to align their social marketing campaigns with their core customer values to mitigate risks and maximize benefits. The article also discusses the importance of brand authenticity, arguing that brands with a history of supporting social causes are seen as more authentic and thus more likely to benefit from the outrage, whereas brands that suddenly adopt social causes may face consumer scepticism and may be on the inferior edge of the double-edged sword. In conclusion, the authors argue that while online outrage can be difficult for, it can also serve as a powerful tool for increasing visibility and sales, especially for brands that consistently support social causes.

**Works Cited:**

Darke, Peter, et al. “Online Outrage Can Benefit Brands That Take Stances on Social Issues.” *The Conversation*, 15 Aug. 2023, theconversation.com/online-outrage-can-benefit brands-that-take-stances-on-social-issues-208091.

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