

Jenner Starts Controversy Over a Pepsi

Kendall Jenner started controversy to sell a can of soda. Recently Pepsi used reality star and super model Kendall Jenner in their newest ad.

The commercial contains Jenner handing a black can of Pepsi to a police officer. The officer then looks at the can, opens it, and takes a drink. As Jenner retreats back to the side of protestors the crowd breaks out in celebration.

There are so many things wrong with this advertisement campaign. For starters, the policemen are not portrayed correctly. When a variety of mixed races gather to protest the police, police are typically dressed in riot gear. But in this commercial they are not.

Another obvious flaw to this commercial is that it is focused around a white female when in reality it is not white women who are sacrificing for this cause. It is the men and women of color that are putting their lives on the line for this movement.

Kendall Jenner should not have been the center of this commercial for the simple fact that she is not oppressed, nor has she ever had to deal with racism and police brutality. Although she can agree and be on board with the movement to stop it, she cannot say she is effected by this issue directly.

The use of a variety of colors in this commercial is another thing that is comical. It is as if Pepsi decided to put one person from every race in the commercial, as if to symbolize one big melting pot. They even stepped up their diversity level by adding a Muslim woman wearing a Hijab (and bright lipstick) to the commercial.

Lastly, the song to this commercial contained the lyrics “we are the movement, this generation” which implies that Kendall Jenner’s generation is the only generation suffering from police brutality and trying to do anything about it. With multiple cases of police brutality across the United States it is clear that this issue affects multiple generations, and with that being people across all generations are doing what they can to stop it.

Essentially in this commercial shows a privilege white female celebrity handing a white male cop a can of soda and the cop drinks it in agreement to no longer be racist. Although that is not the message Pepsi was trying to convey, that is the story that was told through the commercial.

“Pepsi was trying to project a global message of unity, peace and understanding. Clearly we missed the mark, and we apologize”. This statement was issued by Pepsi once backlash broke out. Pepsi pulled the controversial add but the damage has already been done.

Kendall Jenner has yet to release a statement about the commercial she starred in. I’m sure that Jenner did not intend on starting so much controversy, but that does not change the fact that she is a part of a commercial that did. She should have known how distasteful the commercial idea really was.

Pepsi was correct in their statement, they missed the mark. Their controversial commercial did not project a message of global unity, peace and understanding. If anything the commercial undermined the importance of the Black Lives Matter movement by casting a white 21-year-old supermodel as their lead.

Pepsi went on to say that they “did not intend to make light of any serious issue”, but that is exactly what they did. The cheerful crowd is a far-fetched depiction of an actual crowd during a protest.

The public took to the internet to share their ideas and thoughts on how much misrepresentation this commercial truly had. Bernice King tweeted “If only Daddy would have known about the power of #Pepsi” along with a picture of white policemen shoving Dr. King. Pepsi responded directly apologizing for any disrespect their commercial showed Dr. King.

If only Pepsi would shoot a commercial in support of the Black Lives Matter movement with a clear representation of how things really are. Now THAT commercial would be a symbol of global unification.

The backlash from this tasteless advertisement may leave Pepsi with some declines in sales. The public's outcry was certainly heard and Pepsi has rightfully apologized. Now we can only hope this company will be more respectful to serious issues in the future.