

## **Commodifying Activism**

**Cole Martin**

What makes retail activism such a powerful tool? Why might it be good for businesses? Why might it appeal to someone championing a social justice cause? Where do their interests diverge?

Apply Louis's comments about the commodification of social consciousness, activism as a positive externality, and the difficulty in identifying oppressive structures and conditions to Colin Kaepernick and the Nike ad campaign. What is the fear in this particular case?

Why should we be concerned when a marketing campaign taking up an social justice cause, like the NIKE(RED) campaign, fails to adequately educate consumers? Isn't providing *any* amount of aid or *any* amount of awareness a positive outcome that justifies a business's co-opting of a social justice symbol?

