**Dove Apologizes for Racist Facebook Ad**

Unilever's Dove has apologized for a Facebook ad decried as racist in a social-media backlash that began Friday afternoon. The brand's apology has been met mostly with derision since it was issued Saturday, including threats of boycotts and questions about how the ad could have been approved in the first place.

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<http://adage.com/article/cmo-strategy/dove-apologizes-facebook-ad-racist/310802/?utm_source=daily_email&submit=Submit&utm_campaign=adage&addAcct.email=djacobs%40camdencc.edu&utm_medium=newsletter&selection.dailyAlerts=Y&selection.breakingNewsAlerts=Y&ttl=1508152336&selection.promoteWebinars=Y&selection.promoteSubscriptions=Y&addAcct.nameLast=Jacobs&selection.promoteEditorial=Y&allowContinue=true&utm_visit=113450&selection.promoteEvents=Y&addAcct.nameFirst=Drew>

Image source:

<https://images.enca.com/encadrupal/styles/600_383/s3/dove_ad.jpg>