**How Nike, Others Exemplify Values Through Marketing**

Brands are catching on to consumers' increased desire for brand values and transparency with campaigns that amplify these traits. Effective campaigns from leading brands taking a stand include Nike's "For Once, Just Don't Do It" social effort supporting the Black Lives Matter movement and Pernod Ricard's #EngageResponsibly promotion to thwart hate speech, which includes the support of the Association of National Advertisers.

***Econsultancy 2/18/21***

[*https://econsultancy.com/brand-campaigns-that-took-a-stand-on-social-issues/*](https://econsultancy.com/brand-campaigns-that-took-a-stand-on-social-issues/)