

Is there something wrong with the Mary J Burger King Commercial?

Written by Eryn Roberts
Thursday, 12 April 2012 13:24



Issue:

Issue: A Burger King commercial featuring Mary J. Blige singing about chicken has been pulled, but the fast-food chain is blaming music licensing issues for the decision, not criticism of the ad. In it, Blige sings soulfully about chicken snack wraps in the ad and stands on a table and rhapsodizes, "Crispy chicken, fresh lettuce, three cheeses, ranch dressing wrapped up in a tasty...flour...tortilla." As the video went viral, some in the black community criticized the ad as stereotypical. Burger King said Tuesday the commercial was pulled from airwaves and scrubbed from the internet because of a licensing concern. Blige's spot is part of Burger King's highly touted rebranding effort. Celebrity-centric commercials featuring Jay Leno, Salma Hayek, David Beckham and Blige all appeared online. The commercials of the first three remain on Burger King's official YouTube channel, but Blige's does not. The company said it hopes to have the Blige "ads back on the air soon," though a spokeswoman would not comment on whether they ads would be the same. Blige got a rumored \$2 million to appear in the ad.

Question: Do you think this kind of ad is a stereotype perpetuation of a black woman espousing the virtues of fried chicken, or are people being overly sensitive?

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Jerry Lee

I love some J's but that's crazy. Nike could make more of them or release them online so people don't fi



Jill Woodward

This is no worse than McDonald's everyday exploitation of black people singing about nuggets, fries, etc



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Alicia Jackson

All the other commercials have celebrities ordering something of the menu. She could have done the sa



Kyle Hamilton

What's the big deal? People are upset over anything and everything nowadays. I have watched this ad a