

## Memorandum

The purpose for this project was to highlight the ways in which companies and organizations unknowingly use language, visuals, and phrases that come across as racist. These mistakes have led to backlash from their audiences. This project gives us the opportunity to imagine how the audience would respond to such mistakes and how we can put ourselves in the companies' shoes when responding to these complaints.

The audience for complaint was for the COO of a company. I chose a letter formatting style for this project. It seemed appropriate to contact the COO this way because I wanted the letter to seem more personal. I was pretending to be a long-standing customer that cared about how the companies' visual choices on their cereal boxes could be potentially harmful to because it could be seen as discriminatory.

This project was a very important one because these scenarios can be avoided if the company understood their audience better. There should be a system in place that pre-approves marketing and communication strategies before delivering it to an audience