

Business Daily 'Nike's ad' 14 April 2022

to team up

to surge

to stand for the anthem

to make national headlines

people of colour

brand endorsement

to take a stance

to shine a light on sth

racial injustice

to empathise with sm

bi-racial

to become iconic

a diverse team

to transcend

to stir the emotions

woefully underrepresented

to move the trajectory

to shape culture

to reveal a profound truth

to put sm in the spotlight

to praise a decision

to create social impact

to amplify sth

to accelerate sth

revenue growth

transactional brands

relationship-driven

the legacy

to take on significance

a level of indecision

to stand by sm

self-belief

a boost in sales

be neutral on social issues

a cynical attempt

a point of authenticity

to stick to business

to empower people