Ben's Original®

Social : Facebook US

System Copy:

Over the last several weeks, we have listened to thousands of consumers, our own Associates and other stakeholders from around the world. We understand the inequities that were associated with the name and face of the Uncle Ben's brand and have committed to change.

We will change our name to Ben's Original™, as well as remove the image on our packaging to create more inclusive branding. This change signals our ambition to create a more inclusive future while maintaining our commitment to producing the world's best rice.

We are not just changing our name, but also taking action to fight racial stereotypes and that comes with a new brand purpose to feed opportunities that offer *everyone* a seat at the table.

Learn more about the actions we're taking [link].

Is there a reason "Associates" is capitalized?

Awk.—"change"/"changing" repeated four times in short text.

Awk. rep of "create"

Repetition of "inclusive" a bit awkward. Change one to "equitable"?

Insert em dash: "fight racial stereotypes—and that comes . . "

Insert link



Social : Facebook EU - client approved

System Copy:

Over the last several weeks, we have listened to thousands of consumers, our own Associates and other stakeholders from around the world. While never our intent, we understand the picture of the man on the packaging elicits images of servitude and also, in the US, the word “Uncle” was at times a pejorative title for Black men.

We will change our name to Ben’s Original™, as well as remove the image on our packaging to create more equitable iconography. This change signals our ambition to create a more inclusive future while maintaining our commitment to producing the world’s best rice.

We are not just changing our name, but also taking action to fight racial stereotypes and that comes with a new brand purpose to feed opportunities that offer *everyone* a seat at the table.

Learn more about the actions we’re taking [link].

Is there a reason “Associates” is capitalized?

Insert comma

Lowercase: "uncle"

Change one of these to avoid awkward rep of “create”?

Insert em dash: “racial stereotypes—and that comes”

Insert link



Social : Instagram US

System Copy:

Over the last several weeks, we have listened to thousands of consumers, our own Associates and other stakeholders from around the world. We understand the inequities that were associated with the name and face of the Uncle Ben's brand and have committed to change.

We will change our name to Ben's Original™, as well as remove the image on our packaging to create more equitable iconography. This change signals our ambition to create a more inclusive future while maintaining our commitment to producing the world's best rice.

We are not just changing our name, but also taking action to fight racial stereotypes and that comes with a new brand purpose to feed opportunities that offer everyone a seat at the table.

Our first actions will be to fund a scholarship with the National Urban League that will ensure aspiring Black culinary entrepreneurs get the educational opportunities they deserve so their ideas and voices can be appreciated by all.

In addition to the new scholarship, we will invest in Greenville, Mississippi, where our brand has been produced for the U.S. market for more than 40 years, to enhance educational opportunities for more than 7,500 area students, as well as furthering access to fresh foods.

Read more about our commitments to an equitable future for all at the link in bio.

Is there a reason "Associates" is capitalized?

Awkward "change" rep. Use a synonym?

Change one of these to avoid awkward rep of "create"?

Insert em dash: "stereotypes—and that"

Insert comma

Previous page has "US" without periods. Either is an acceptable abbreviation, but you should be consistent.

via



Social : Instagram EU - client approved

System Copy:

Over the last several weeks, we have listened to thousands of consumers, our own Associates and other stakeholders from around the world. While never our intent, we understand the picture of the man on the packaging elicits images of servitude and also, in the US, the word “Uncle” was at times a pejorative title for Black men.

We will change our name to Ben’s Original™, as well as remove the image on our packaging to create more equitable iconography. This change signals our ambition to create a more inclusive future while maintaining our commitment to producing the world’s best rice.

We are not just changing our name, but also taking action to fight racial stereotypes and that comes with a new brand purpose to feed opportunities that offer everyone a seat at the table.

Our first actions will be to establish a fund that will ensure aspiring culinary entrepreneurs of all colours get the educational opportunities they deserve so their ideas and voices can be appreciated by all.

In addition, we will invest in underserved communities to enhance educational opportunities and further access to fresh foods.

Read more about our commitments to an equitable future for all at the link in bio.

Is “Associates” capitalized for a reason?

Lowercase: “uncle”

Insert comma

Change one of these to avoid awkward rep of “create”?

Insert em dash

Insert comma

via



Social : Twitter

System Copy:

We listened. And we learned. Moving forward, Uncle Ben's will be known as “Ben’s Original”. Read our full statement to find out more about our brand's new purpose to feed opportunities that offer *everyone* a seat at the table: link

(prototype link: https://invis.io/9HYPMV98JRX#/431189511_Ben-s_Original_LP)

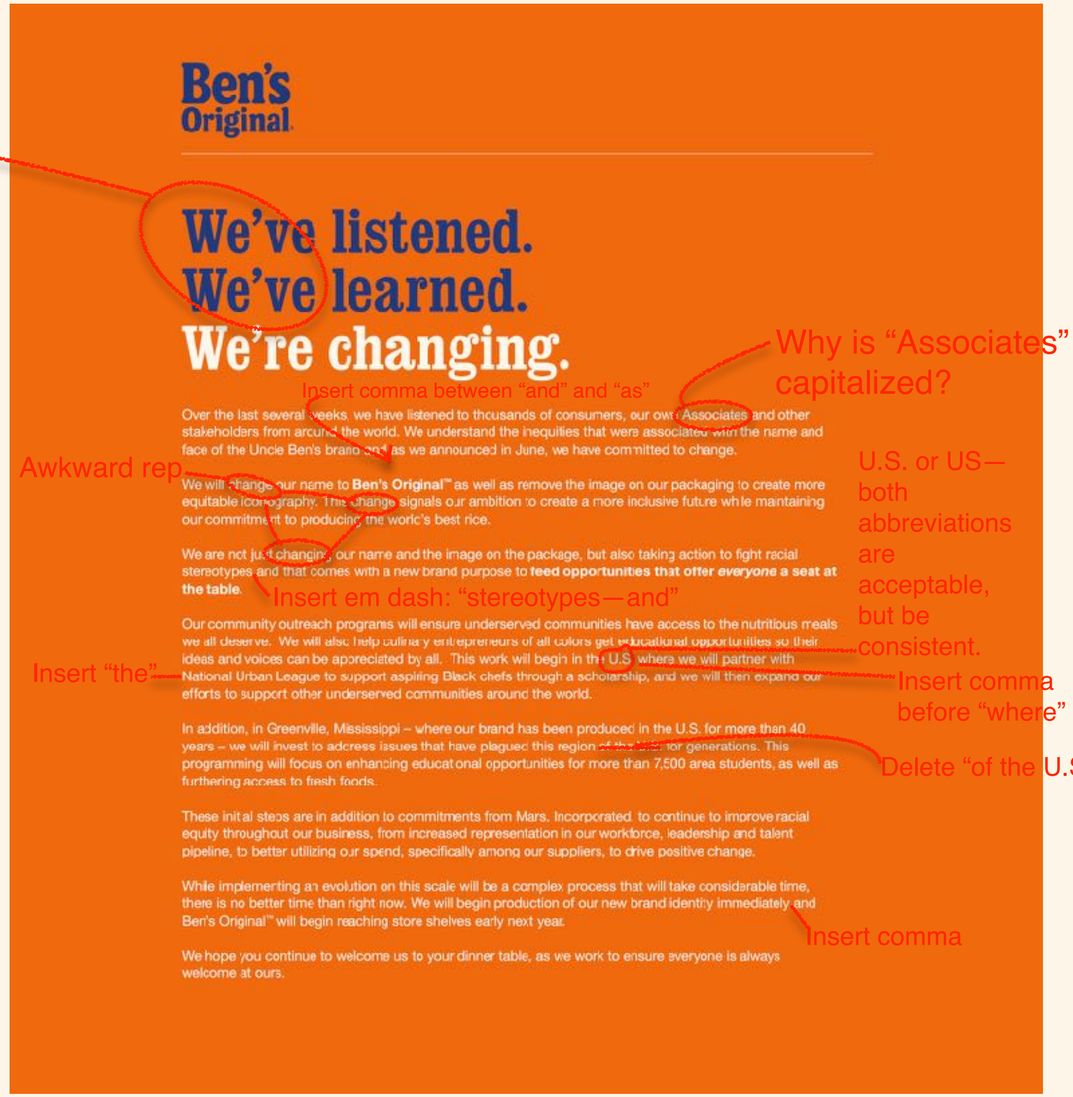
Insert trademark symbol and move period inside closing quote mark: “Ben’s Original™.”

No italics on Twitter.



Landing Page

Other pages say: “We listened. We learned.” (Not “We’ve.”) Change for consistency?



Link to prototype:
https://invis.io/9HYPMV98JRX#/431189511_Ben-s_Original_LP

Homepage Banner



Click CTA button either it can link to a new page or open up a modal layer for the full statement, depends on how the technical builds.

Full Page ad

Other pages have: “We listened. We learned.” (Not “We’ve.”)

Type too small to proof



Other pages have: “We listened. We learned.” (Not “We’ve.”)

Type too small to proof



Logo Lockup

