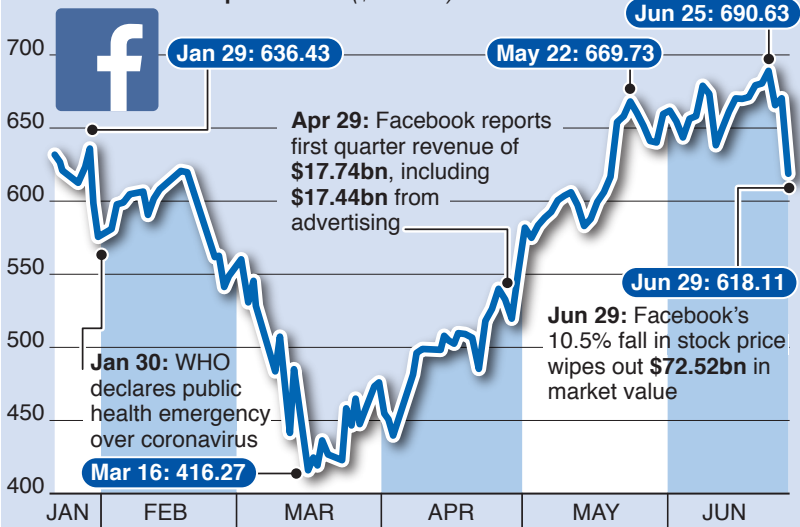


Campaign over Facebook hate speech

A growing number of companies have pulled advertising from Facebook following the "Stop Hate for Profit" campaign to crack down on hate speech and misinformation on the social media platform

Facebook market capitalisation (\$ billions)



Companies limiting advertising (Ad spending on Facebook, 2019*)



Unilever
\$42.4 million
Stop running ads for rest of 2020



Verizon
\$22.9 million
Stopping paid ads and unpaid posts



REI
\$22.5 million
Pulling Facebook, Instagram ads



Coca-Cola
\$22.1 million
Stopping ads for at least 30 days

Patagonia
\$6.2 million

Honda America
\$6.0 million

The North Face
\$3.3 million

Levi Strauss
\$2.8 million

Lululemon
\$1.6 million

Eddie Bauer
\$1.4 million

Birchbox
\$950,000

Starbucks, Diageo
join ad boycott