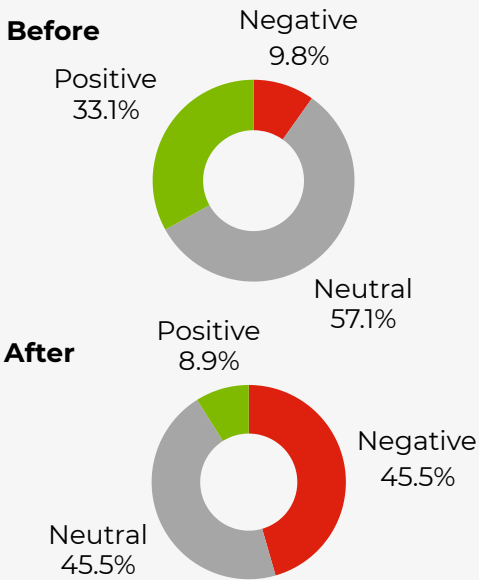


**OVER 400% JUMP  
IN NEGATIVE  
SOCIAL MEDIA  
CONVERSATIONS  
ABOUT ADIDAS**

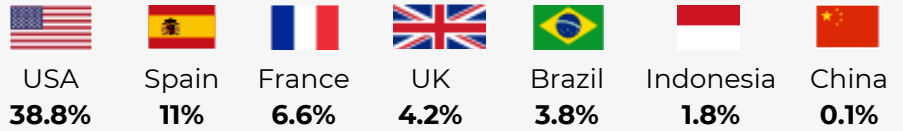
The decision by Adidas to drop fashion model Bella Hadid from their latest sneaker campaign, following accusations from Israel about working with the pro-Palestinian influencer, has sparked controversy on social media.

Users criticised Adidas for what they perceive as bowing to political pressure, which in turn amplified calls for a boycott of the brand.

**The proportion of negative sentiment expressed on social media increased by four times**



**The controversy was driven by more netizens in the West than the East**



**Most influential tweets showcased support for Bella Hadid while criticising Adidas**

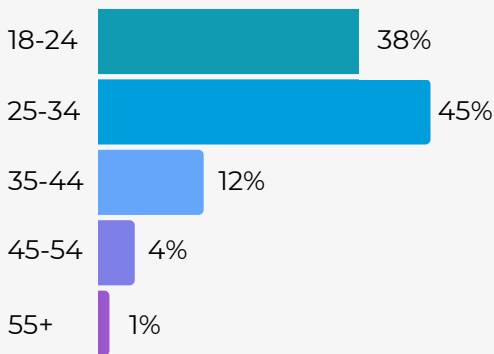


Bella's influence on fashion trends

Adidas' financials

Support for the model 's personal beliefs

**Gen-Z and Millennials drove the social media conversation**



**A small percentage criticised both Adidas and Bella**

The Palestinian model's initial decision to collaborate with Adidas was scrutinised



**Volume chart of conversations on social media**

