

# New Bud Light tagline turns off Millennials

[The Independent](#) reports that Bud Light has had to apologise for a pro-rape advertising campaign.

The campaign, now in its second year, aimed at Millennials and dubbed #UpForWhatever, featured 140-character messages scrolled across the label of the beer bottles. All fair and well, except the latest of these messages reads, "The perfect beer for removing 'no' from your vocabulary for the night." The [Virginia Tech Collegiate Times](#) calls this "negligence", with [AdAge](#) adding that "critics have linked the message to rape culture" - so the apology alone may be too little, too late.

For more, read: "[Advertising professors assess the Bud Light fiasco](#) in *Newsweek*."

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