

Inclusion Contact: [unlabeled]



“Diet Coke is considering stripping its brand name off some cans sold in stores next year as part of a far-reaching diversity campaign.

The effort, called “[unlabeled],” is meant to spark a conversation about “the complexities of labels in today’s society—from the empowering and earned to the unwarranted and imposed,” according to campaign materials.” [read full article here](#)

Watch [\[unlabeled\]](#).



Video Length: 1:21

Discussion

- What is your initial response to this video? To the possibility of the campaign?
- Discuss the impact of labels.
- How have you been labeled, and did you perceive it as a positive or a negative?
- One of the voices on the video states “My labels didn’t break me.” What are your thoughts regarding this statement?