Sprite Ads Starred Rappers Back When Hip-Hop Was ‘Scary’ for Brands

> It’s no secret that collaboration is essential to growth, but the how of it isn’t always so clear—and it’s the understanding of how that is a true competitive advantage. Join Adweek X, a uniquely formatted event on December 4 in LA, to unlock fresh perspectives, true collaboration and growth.

Wander through YouTube to see what TV spots looked like in 1986, and you’ll be in for a lot of … vanilla. This was the year that Chevrolet (the “Heartbeat of America”) showed us cowboys and fields of waving grain. America’s boy next door, Michael J. Fox, bought his Pepsi from a vending machine. Burger King pinned its ambitions on a guy in bug-eyed glasses and flood pants named Herb the Nerd.

This sea of safeness—and, not incidentally, whiteness—is why one particular spot from that year made history.

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