What Brands Can Learn From the NFL’s Missteps With Its Anthem Policy

With the NFL preseason starting up, some of us are debating whether football will continue as our country’s favorite sport. In May, the NFL officially came out against players’ national anthem protests, mandating fines for teams whose players kneel on the field. Only two months later, the league put a freeze on the policy. The… https://www.adweek.com/brand-marketing/what-brands-can-learn-from-the-nfls-missteps-with-its-anthem-policy/