Why Bring a Child into this World?

Student A - In favour

“Very powerful film. Like many of its precedent ad campaigns, Unilever's commitment to its corporate social responsibility and its ingenious use of universal human emotions. It's also a film which will have parents, particularly the influential moms, sharing the video because they want their friends to feel the emotions that the ad triggered within them. Research shows that children are key to motivating adults to want to adopt more sustainable lifestyles and are a powerful influence on parents changing their behavior. This video was uploaded on Nov 19 and has already generated over 2.5 million views - it is bound to be viral!”

Student B - Against

“If you need a money grabbing multinational like Unilever to tell you why you should have children, you've got bigger problems than you think. They are worth 50 billion dollars and are only interested in you if they can make money out of you. They are worried about the dropping birth rate in some of their "emerging markets" and the negative impact it is having on their growth targets. Look at what they do, not what they say.”