



Advocacy Summary - Great Replacement

This briefing has been drafted by the Conscious Advertising Network to inform the advertising industry about the “Great Replacement” narrative, which is employed to drive tensions. [The Conscious Advertising Network](#) is a voluntary coalition set up to ensure that industry ethics catches up with the technology of modern advertising. This briefing is part of our work to provide information, data and recommendations for our members and the wider advertising industry to encourage conscious media investment.

Content warning: this document contains references to xenophobia, conspiracy theories and antisemitism

Introduction

The ‘Great Replacement’ is a conspiracy theory which claims [“white European populations are being deliberately replaced at an ethnic and cultural level through migration and the growth of minority communities”](#). The theory, [popularised by French author Renaud Camus](#), takes different forms globally. In the UK, and Europe more generally, this conspiracy narrative most commonly target Muslim communities and migrants whereas in the United States the theory is more far-reaching. It is important to note that the ‘Great Replacement’ can have antisemitic undertones, [with some blaming ‘Jewish elites’ for the supposed plot](#). [It was one of the motivations behind the Christchurch mosque shooting](#) in 2019 perpetrated by a white nationalist, tragically killing 51 people. [Research has also shown that a high number of those who stormed the Capitol in January 2020 believed in the ‘Great Replacement’](#). In the UK, some topics which tend to see the ‘Great Replacement’ narrative being employed include Channel crossings, benefits for migrants and refugees, and general coverage of Islam. We have seen an increase in this narrative ahead of the upcoming [political elections in France](#).

Key Facts and Data

At the core of the ‘Great Replacement’ conspiracy theory is the idea of an invasion by the ‘other’, seeking to take over and replace the ‘native’ culture and people. According to those who spread this narrative, white people are the victim of this ‘replacement’. Language around the ‘Great Replacement’ includes terms like *“take over”*, *“invasion”*, and *“replace”* when talking about immigration, or just directly using the words *“Great Replacement”*. Common terms linked to the White Supremacy movement are also often used alongside this theory, including *“white genocide”*, *“red pill”*, *“white pride”*, *“Eurabia”*, and *“remigration”*. Data relating to birth rates is often used misleadingly, and around election time, voting patterns of immigrants tend to be heavily analysed and presented in an alarmist manner.

The ‘Great Replacement’ theory is prominent in a variety of countries, which is important to keep in mind for brands who advertise internationally. Especially in France, where the conspiracy theory originated, the ‘Great Replacement’ has heavily resurfaced recently in the runup to the

elections in April. Eric Zemmour, one of the presidential candidates, [has repeatedly employed the 'Great Replacement' narrative in his campaigning and openly propagated it on mainstream media platforms](#). In the United States, [Fox News host Tucker Carlson has repeatedly directly referred to the 'Great Replacement' on his show, reaching millions of viewers](#).

UK Border force continues to deal with migrant flood from France

HUNDREDS OF ILLEGAL MIGRANTS POURING ACROSS THE ENGLISH CHANNEL

Turkey warns Europe that it CAN'T cope with another wave of refugees from Afghanistan amid fears of a repeat of the 2015 flood of asylum seekers to Europe

Screenshots of headlines taken from the Daily Mail (2021) and Breitbart (2019)

Whilst we may find very direct usage of the 'Great Replacement' theory on more fringe news websites and blogs, mainstream platforms can also adopt language and imagery which signals this narrative. For example, a news platform may excessively use terms like "flood", "surge", and "pouring" when referring to refugees and migrants coming to the UK, signalling the 'Great Replacement' claim that these individuals have set out to "take over" countries in large numbers. This dehumanising language sets a dangerous precedent and often results in people in the comment section under these articles using language directly related to the 'Great Replacement' theory. Imagery can also have a similar effect, with pictures showing large groups of migrants used to push similar ideas; [Nigel Farage's "Breaking Point" billboard, for example](#).



Screenshots of comments taken from Breitbart (2022)



“The ‘Great Replacement’ is a racist conspiracy theory with dire consequences. We have seen how it has directly inspired far right terrorism. It relies on misleading data in order to spread hate and division. There is a very big difference between commentators and media being free to debate immigration and lurching into unsubstantiated conspiracies. Brands and their agencies are making significant efforts to be more diverse and inclusive, both internally and in their communications. They should not be aligning with and funding far right conspiracy theories like The Great Replacement which undermine every single DE&I project that they are implementing.”

- Harriet Kingaby and Jake Dubbins, co-chairs, The Conscious Advertising Network

Recommendations for Members

- Content including and alluding to the ‘Great Replacement’ theory often includes hate speech and disinformation; ensure that you take the necessary steps to avoid being associated with and funding such content.
- Ensure that your advertising policies include country-specific risk assessment relating to the ‘Great Replacement’ theory; for example, if advertising in France, keep in mind the different political context at play there.
- Provide briefing and training on the ‘Great Replacement’ and associated content for your team, where appropriate and relevant.
- Ensure you positively seek to fund content from diverse groups and communities. Adding keywords to blocklists can have unintentional consequences, refer to the CAN D&I manifesto for advice on how to ensure your media spend reaches media from diverse communities.
- When using blocklists, keep in mind some of the common terms linked to the White Supremacy movement outlined in this brief (e.g. *“white genocide”, “red pill”, “white pride”, “Eurabia”, “remigration”*). Look to target these narratives beyond a key word level and instead re-consider advertising on platforms which repeatedly peddle this conspiracy theory.

Further Reading

If you would like to read more about the ‘Great Replacement’ theory, we suggest the following publications:

- [“The ‘Great Replacement’, Explained”](#) - National Immigration Forum
- [“The Great Replacement’: The Violent Consequences of Mainstreamed Extremism”](#) - Institute for Strategic Dialogue
- [“The great replacement theory: a historical perspective”](#) - openDemocracy

Furthermore, we encourage you to read CAN’s [‘Hate Speech’](#) and [‘Mis/Disinformation’](#) manifestos, as these relate directly to this topic and provide more detailed guidance for advertisers.