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Link to original story: <https://uwm.edu/news/bunch-of-jerks-research-shows-how-brands-can-benefit-from-reclaiming-insults/>

**‘Bunch of jerks’: Research shows how brands can benefit from reclaiming insults**

Captions

*1*  
*Brands as diverse as a professional hockey team and a restaurant in North Carolina have found success by turning insults and criticism into something positive. (Photo collage courtesy of UW-Milwaukee)*