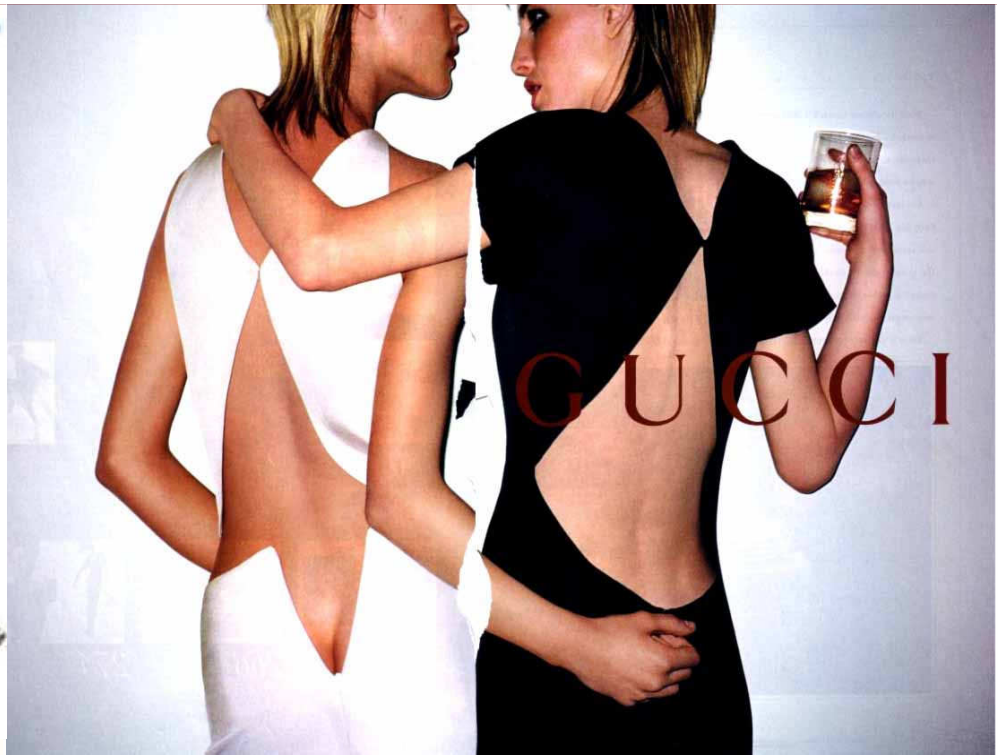


HOW THE THEME OF HOMOSEXUALITY IS USED IN ADVERTISEMENT

- Business Advertisement
 - Social Advertisement



THE FACT

- In 2011 J.C. Penney has released a Father's Day print ad featuring a real-life same-sex couple.
- The ad features Todd Koch and Cooper Smith hugging their two young children.
- The spread of the ad provokes different reactions. (Among them a group tried again to boycott the company)

WHO IS JC PENNEY?

- J. C. Penney Company known as JCPenney is a chain of American mid-range department store based in Plano, Texas.
- The company operates 1,107 department stores in all 50 U.S. states and Puerto Rico
- Most JCPenney stores are located in suburban shopping malls.

"What makes Dad so cool? He's the swim coach, tent maker, best friend, bike fixer and hug giver -- all rolled into one. Or two."



WHY?

- The ad is the latest example of J.C. Penney's commitment to include the gay community.

Earlier in 2011 they:

- employed the openly gay talk-show presenter Ellen DeGeneres as its spokeswoman.

"Ellen represents the values of our company."

- incurred the wrath of a conservative group by showing lesbians with wedding rings and their children in a Mother's Day catalog.

- Same-sex sells. At least the companies behind a wave of gay-themed advertising hope so.

THE RESPONSES

"I haven't shopped there in years. I'm about to change that!"

"If I can get over my disdain for malls, I just might have to stop by your store now and then."

- **Only a marketing ploy? Probably, but they convey a good message!**

"I'm pretty sure J.C. Penney did this on purpose to get more attention. Before the whole Ellen thing, when was the last time you heard about J.C. Penney, other than the fact that they were failing. Now they're getting all this free press. Smart move JCP!"

- **The opposition**

One Million Moms was again accusing JC Penney of promoting "sin" in advertisements."

"It's obvious that JCP would rather take sides than remain neutral in the culture war," OMM writes. "But our persistence will pay off! One day we will answer for our actions or lack of them. We must remain diligent and stand up for Biblical values and truth. Scripture says multiple times that homosexuality is wrong, and God will not tolerate this sinful nature."

BUT THIS IS NOT THE FIRST TIME...

a big mass brand has released a same-sex advertisement.

Here some examples

- Microsoft

<http://www.youtube.com/watch?v=TdXxNBxWcVE>

- Amazone

<http://www.youtube.com/watch?v=wY1UIES9wx8>

- Renault

<http://www.youtube.com/watch?v=jwCrT-eLhVk>

- Nordstrom

<http://www.youtube.com/watch?v=OCbFWGPPbwg>

- McDonald's (France)

<http://www.youtube.com/watch?v=SBuKuA9nHsw>

2) SOCIAL ADS

And now some social ads that have no products to sell or promote in their favour, only the will to make us reflect on our society.

Ireland: (marriages)

<http://www.youtube.com/watch?v=ganRbr-WBiI>

Australia (marriages)

<http://www.youtube.com/watch?v=Wj09lWcz0yk>

ILGA (adoption)

http://www.youtube.com/watch?v=QiBxD__ilgY

THE END