



### Heinz Deli Mayo ad with a gay family

UK in 2008

**WHY:** The ad that showed a gay family and a lip lock between two men offended the sensibilities of a homophobic audience, some of whom complained that the ad was offensive and even "unsuitable to be seen by children". This was four years before Benetton's "Unhate" campaign came out. The latter, however controversial, wasn't pulled out



### Arrangementfinders.com's billboard that read: "Need a Summer Job? Date a sugar daddy"

Los Angeles in 2013

**WHY:** For its overt sexist and offensive tone of voice, this billboard by dating site Arrangementfinders.com was banned in Chicago in 2013, twice. Ironically, the same billboard later ran around the UCLA campus in Los Angeles without any protest. AJ Perkins, the then CMO of the site, told ABCNews.com, "LA is really known for that lifestyle, for sugar daddies"



# Badvertisement Model



### PETA's "Ditch Dairy" billboard

Nottingham in 2014

**WHY:** For its tastelessness in comparing milk to a sexual act

### Poster of the film Zack And Miri Make A Porno

Toronto Film Festival, in 2008

**WHY:** The ad could not be placed in hoardings and many newspapers, possibly because of the P-word in the title



### Heartland Institute's anti-climate change billboards

Chicago, in 2012

**WHY:** The billboards of the institute, famous for its denial of climate change, likened those who talk about global warming to mass murderers and terrorists. Thanks to the uproar, the billboards were taken down within 24 hours



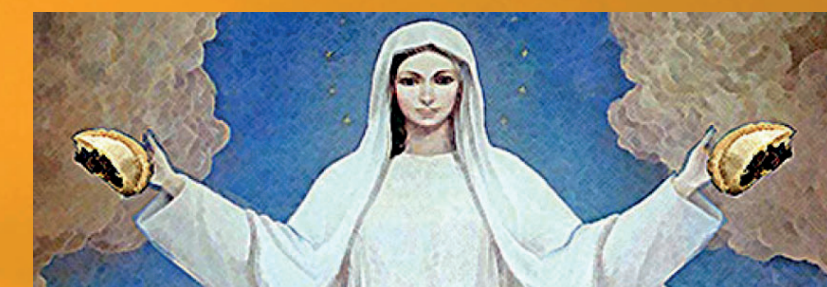
### Airbnb billboards with open letters to public institutions

San Francisco in 2015

**WHY:** The company was crowing about the estimated \$12m that was raised from homeowners who use Airbnb to rent out properties.

Dear Public Works,  
Please use the \$12 million in hotel taxes to build more bike lanes, like this one.

One of the ads read, "Dear Public Library System, we hope you use some of the \$12 million in hotel taxes to keep the library open later. Love, Airbnb". San Franciscans retorted that paying taxes is normal and right



### A TV commercial for Mr Kipling Mince Pies featuring Virgin Mary

UK in 2014

**WHY:** Mary is shown giving birth in what initially looks like a hospital but is later revealed to be a church hall. This was the most complained about ad of 2004 in the UK as it hurt the religious sentiments of many who complained to authorities

### Billboard with the provocative slogan "Career women make bad mothers"

UK in 2010

**WHY:** A cheap and sexist stunt by the Outdoor Advertising Association (OAA) of Great Britain to show the power of outdoor advertising over digital backfired. Following public outcry, it was quickly pulled down



### Pepsi ad featuring Kendall Jenner that trivialised "Black Lives Matter"

World over in 2017

**WHY:** For its tone-deafness and trivialisation of the widespread protest in the US against the police killing of black Americans

