

Dear Public Works.

public institutions San Francisco in 2015

with open letters to

Please use the \$12 million

in hotel taxes to build more The company was crowing about the bike lanes, like this one. estimated \$12m that was raised from homeowners who use Airbnb to rent out properties.

Airbnb billboards

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

Zomato had rotten tomato on its Zomato had rotten tomato on its face after its hoardings sported cusswords. The food-delivery startup was slammed for misogynistic and offensive advertisement. Zomato isn't alone. Advertising annals are full of alone. Advertising annals are full that racist, sexist and mostly just ads Here offended someone somewhere. Here racist, sexist and mostly just aus that offended someone somewhere. Here are the infamous ones of the last two decades :: shephali Bhatt

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

Need a Summer Job? Date a SUGAR DADDY

Arrangementfinders.com's Arrangement inuers.com's billboard that read: "Need a summer Job? Date a sugar deddy." daddy"

Los Angeles in 2013

For its overt sexist and offensive tone of voice, this billboard by dating site Arrangementfinders.com was banned Arrangementimuers.com was painted in Chicago in 2013, twice. Ironically, the same billboard later ran around the UCLA campus in Los Angeles the UCLA Campus in Lus 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"



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

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

Are you?

I still believe in

Global Warming.

www.heartland.org



Pepsi ad featuring Kendall Jenner that trivialised **'Black Lives Matter"**

or its tone-deafness and rivialisation of the widespread rotest in the US against the police lling of black Americans

Heartland Institute's I am Pro-Life anti-climate change and Opposed billboards to Abortion.

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

Body Shop's campaign titled "Rubv"

US and Hong Kong Mass Transit Railway in 2001

WHY:

Mattel asked for a cease-anddesist order of Ruby's images from all shops in the US, saying it made Barbie look bad. In Hong Kong, the authorities thought it'd offend passengers. An unfortunate take-down because it had triggered a debate on body image issues



who don't look like supermodels nd only 8 who do

** THE BODY SHOP



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

Source: Archives of advertising portal adland.tv, The Guardian, BBC and NYTimes.co