



• 50 years since homosexuality was decriminalised in England and Wales, but today it's still illegal in 72 countries around the world and punishable by death in certain places. In support and collaboration with the LGBTQ community Absolut Vodka displays same sex mixed race couples kissing.

• This print advert campaign by J. Walter Thompson addresses the pay gap between women and men. They juxtaposed the offensive phrase and offensiveness of paying women less because of their sex.



**F** **ULL**

**YOUR**

**PURSE**

**TAKING AWAY 25% IS OFFENSIVE**  
 Yet globally women still earn a quarter less than men.  
 Let's stop insulting women and **close the pay gap.**

F | E | M | A | L | E  
 T | R | I | B | E | S

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**#FTHEPAYGAP**

• Billie Eilish promotes [phone-positivity](#), this ad shows that the stereotypes about GenZ and millennials aren't true. Though we spend more time on our phone we also use them to come together and stand against injustice be it racial, sexist or social.

