

THE STRAIGHT AGENDA

3 OOH ADS:

- (1) Store-front Street Signs
- (2) Welcome Sign Billboard
- (3) Straight is Evil

Store-front COPY #1:

"HOLY BIBLE"

- o The holy bible being represented by the (2022) new pride flag. (This is to hint that marriage is only between man and man, woman and woman, or anyone who is associated with the LBGTQIA+ community. Straight people are **NOT** welcome here.
- o "Support traditional moral values. Say Gay. #BanStraightMarriage
- o I took quotes from anti-gay associations and turned them around on the straight/religious agendas...

Welcome Sign Billboard #2:

"Welcome HOMO. In all 50 states!"

- o This one is simple, but the inspiration behind it is when you enter a new state you see a "Welcome Home" sign and it introduces the state that you have entered. "**Welcome HOMO**" is a play on "Welcome Home"
- o It depicts a gay couple and a lesbian couple getting married.

Straight is Evil Street Billboard #3:

"The straight movement is an evil institution. Together we can stop the straight agenda"

- o This is advertising that the homosexual, gay, queer ways of life are the only ways of life. Straight marriage is frowned upon.