



ASSOCIAÇÃO
ILGA PORTUGAL

The pictures on the left are captions from the TV ad that is part of our multimedia campaign against homophobia – the first of its kind in Portugal.

At Associação ILGA Portugal, which is the largest and the oldest LGBT Association in Portugal, we had been planning to run a campaign like this for a long time. Last summer, we initiated contacts with W/Portugal, an advertising agency that showed enthusiasm about the possibility of doing *pro bono* work on behalf of our fight against homophobia.

We initially wrote a detailed description of our goals and then had several meetings with W/Portugal in which we discussed the ideas that they presented as well as their political implications. As a result of this collaborative process, W/Portugal produced the campaign under the slogan “*For the right to indifference*” – a concept that they beautifully captured in the TV ad entitled “Short sleeves”. In January 2005, the campaign was officially launched in several media: TV, radio, print ads, posters, and web banners.

There was a conscious choice to emphasize images of public displays of affection between lesbian and gay couples in both the TV and print ads. On one hand, we wanted these positive representations to empower LGBT people and to help them become more visible in society. On the other hand, we wanted people in general to start regarding images of openly gay and lesbian couples as natural daily occurrences rather than as a source of surprise or hostility.

By focusing on apparently small aspects of daily life where discrimination is present, the campaign also exposes homophobia and emphasizes the need to fight discrimination in society and in the law. Through a plea for indifference with respect to sexual orientation, the campaign actually promotes equality and the full social integration of LGBT people.

To access all elements of the campaign, visit <http://www.ilga-portugal.oninet.pt/campanha/campanha.htm>

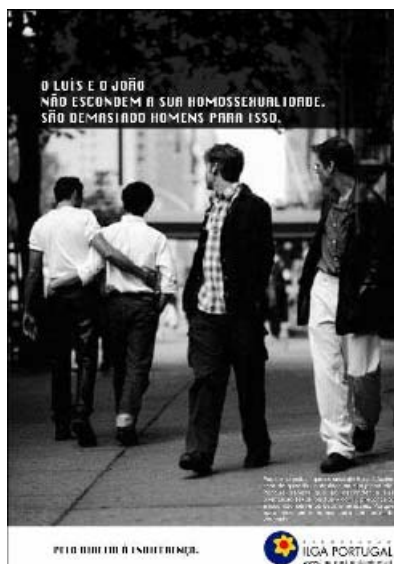
Radio spot (30”)

«João is 24 years old and he is openly gay. But many people see João as a ... (censored), while others describe him as a ... (censored). His colleagues just call him a ... (censored), while his neighbors refer to him as the ... (censored).

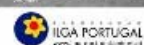
If you think that is too much censoring in just 20 seconds, try to imagine one day in João's life.

Associação ILGA Portugal. For the right to indifference.»

Print ads



PELO DIREITO À INDIFERENÇA.



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