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GLAAD's Picks: See the Best Gay-Themed Ads

Marketers repeatedly point to studies showing LGBT people appreciate when an ad obviously takes us into consideration, and so GLAAD has thanked them by honoring what it says are the best gay-themed ads from the last year.

By Advocate.com Editors

Marketers repeatedly point to studies showing LGBT people appreciate when an ad obviously takes us into consideration, and so the Gay and Lesbian Alliance Against Defamation has thanked them by honoring what it says are the best gay-themed ads from the last year.

GLAAD's acting president, Mike Thompson, noted in a statement announcing the 2011 Amplifier Awards today that when his group began more than 20 years ago "fair and accurate images of LGBT people were few and far between." Things are improving, as evidenced by this year's picks, even if, he said, "The advertising industry is still behind news and entertainment media in terms of including images that reflect the diversity of LGBT people."

The GLAAD list includes the heart-warming commercial from Google Chrome that featured the It Gets Better campaign. And we've rounded up a few of the most memorable nominees in the following pages. Get **a complete list** at GLAAD's website.

Outstanding TV Campaign – Mainstream Market

"The Web is What You Make of It: It Gets Better Project"

Google Chrome's ad featuring the It Gets Better Project aired for the first time during, of all things, an episode of *Glee*. And praise for the commercial spread quickly among the LGBT community. It's hard to think of a more touching ad that you actually wanted to share with your friends as soon as you saw it.

Outstanding TV Campaign – LGBT Market

"Cocktail Cabaret" (Absolut Vodka/RuPaul's Drag Race)

Drag queens advertising for liquor just seems like an obvious match. But this series featuring contestants from *RuPaul's Drag Race* took things to a more personal level than you might have expected.

Outstanding TV Campaign – LGBT Market

"The Experts" (Expedia/TripOut)

There's some useful advice in here on when and where sandals are appropriate while traveling. Take heed. And then set out to find yourself.

Outstanding Print Campaign – Mainstream Market

"Stick Around. Things Get Interesting." (Kaiser Permanente)

There's a story behind this picture, with interracial couples, some punk styling in one corner, and a gay couple standing prominently in front with their baby. The ad asks, "So you want to know how the story of your family unfolds? Book your mammogram today and stick around — things are going to get a whole lot more interesting."

Outstanding Print Campaign – Mainstream Market

"So What's Cooking in the Kitchen" (GE Monogram)

This print ad is obviously not intended to be viewed online. But you can **learn more** about the story behind it and one designer's quest for the ideal kitchen on GE's website. You'll be impressed by (and perhaps relate to) a dogged search for perfection.

Outstanding Outdoor Campaign

"Beach Towel" (American Airlines)

Running an ad on a gay channel or within a gay publication ensures the LGBT community will see it. Here's an example of an ad on display where anyone could find it. The tagline reads, "Proud to support the community that supports us."

Outstanding Print Campaign – LGBT Market

"Wells Fargo Advisors ADPA Campaign" (Wells Fargo)

Marriage isn't legal in many places. So this ad promises advice on how to protect your "nest egg" for a domestic partner. But there's something nice about showing gay seniors passing time at the bowling alley, just like your straight grandparents always did.

Outstanding Social Marketing Campaign

"I Love My Boo" (GMHC)

This **Facebook campaign** promises "real young men of color loving each other passionately. Rather than sexualizing gay relationships, this campaign models caring, and highlights the importance of us taking care of each other." The images also appeared throughout New York City.

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