1995 POZ Honors: It’s An Ad World

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Sorry Mr. Duke, they only come in black

Benetton was ordered by a French court to pay $32,000 in damages to an AIDS organization and three people living with AIDS. The plaintiffs objected to the clothing manufacturers’ graphic advertising campaign featuring nudes tattooed with the words “HIV positive.”

The Spray also claims the Navy uses it to swab the decks

Knight Spray Nine’s representatives claimed to have achieved “an advertising breakthrough—like the golf ball that goes farther.” The breakthrough turns out to be a boast—“kills HIV in 30 seconds”—printed on the label of their cleaner.

Will history repeat itself? As often as three times a half hour

“We have a history of doing things on the edge,” a Nike spokesperson said about their ads trumpeting gay marathon runner Rick Munoz’s HIV positive status. The response to the ad has been good overall.

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