French Condom Ad Gets It [VIDEO]

July 20, 2009 By Oriol R. Gutierrez Jr.

A recent French commercial for Durex condoms caught my attention. The ad starts with an attractive younger heterosexual couple getting frisky and opening a purple-wrapped condom.

The purple wrapper then escapes through the window on the wind. It visits a seemingly teenage straight couple, a middle-aged straight couple and a senior straight couple.

It then visits a party (draw your own conclusions) and rests on the windshield of two male policemen who seem to see each other in a new light.

OK, so LGBTs are the punchline, yet again, in an advertisement. However, at least I felt like we were being laughed with and not laughed at.

Safer sex equals fun. A condom ad that gets it.

Watch the ad:

Hat tip to the LGBT blog Queerty for this post.

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http://beta.docker.poz.com/blog/french-condom-ad-get