



#LOVEISLOVE

- First LGBT campaign of such magnitude in Hungary
- Showcasing gay, lesbian and straight couples
- Featuring real LGBT couples in Hungary
- Created as part of the Sziget Festival „LOVE REVOLUTION” theme.



#LOVEISLOVE
ZÉRÓ CUKOR ZÉRÓ ELŐÍTELET

Media

ch **Bloomberg**

Politics
Coca-Cola's 'Equal Love' Ads Spark Anti-Gay Fury in Hungary

CNN BUSINESS Markets Tech Media Success Perspectives Videos Edition

Coca-Cola featured gay couples kissing in a Hungarian ad. People are furious

Pro-LGBT Coca-Cola adverts spark boycott calls in Hungary

The New York Times

Coke Ad Riles Hungary Conservatives, Part of Larger Gay Rights Battle

Public



Government

Coca-Cola's same-sex couple ads are 'mentally, emotionally and morally damaging', Hungarian authorities rule

Coca-Cola #LovesLove Ads With Same-Sex Couples in Hungary Spark Fine, Protest Against LGBTQ Visibility

#LOVEISLOVE

- Started the conversation.
- Hopefully, set an example for LGBT communication in Hungary
- It was done in a country where it still has a social meaning.
- Overall, the aftermath of the campaign was positive.



#LOVEISLOVE
ZÉRO CUKOR ZÉRO ELŐÍTÉLET