

When Do You Ban An Ad?

Zola is an online wedding registry, wedding planner, and retailer.

Watch this ad. Do YOU think it should be pulled and not shown? Look at the ad from the perspective of different groups and people. What do you think they would do? Ban or not ban?

You - Ban or No Ban?

The TV Network - Hallmark - Ban or No Ban?

Your Parents - Ban or No Ban?

The Government (FCC) - Ban or No Ban?

Your School - Ban or No Ban?

The LGBTQ community - Ban or No Ban?



Do you agree with the backlash that happened on social media?



News Update.

Zola is a female-led online wedding registry, wedding planner, and retailer.

This ad is one from a series of six, which feature several configurations of couples, all offering variations on the same concept: While standing at the altar, couples ponder whether guests would have arrived on time and bought them better gifts if only they had created a custom wedding website with Zola.

This clip caused controversy, because the Hallmark channel pulled it, after complaints from One Million Moms (OMM, that's right - they are still here). In a comment, Hallmark said the channel did not accept ads "that are deemed controversial," and that the women's "public displays of affection" violated the channel's policies. They declined to comment on why a nearly identical ad featuring a bride and groom kissing was not rejected.

OMM: "Why would you show a lesbian wedding commercial on the Hallmark Channel? Hallmark movies are family friendly, and you ruined it with the commercial."

The good thing is that boycotts and complaints from the likes of OMM always reflect positively on the brand! (remember JC Penney and Ellen?)

UPDATE: just days after pulling the ad, Hallmark President and CEO Mike Perry released a statement apologizing and reversing the company's decision, saying, "The team has been agonizing over this decision as we've seen the hurt it has unintentionally caused. Said simply, they believe this was the wrong decision."

And there you have it.