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Home > Archive > November 2004

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SEGMENTATION

## Not Your Average Joe

By Constantine von Hoffman

Steven Locke isn't surprised that more companies are now marketing to the GLBT community; he knows capitalism can bring equality among demographically attractive markets. Or, as he puts it: "Some people have enough green to cover up their pink."

"Gay vague" advertising still is more about tokenism than about actual acceptance, says Locke, a college professor and painter who is gay. He is dismissive of creatives that show same-sex couples who look and behave just like "everyone else." The men are not effeminate or in drag and the women are not tough or "butch." In other words, unlike in the real GLBT community, the media characters follow expected gender roles. Locke knows that effeminate men, men in drag and butch women are part of his community and wants them accepted as such.

He even knows how it should be portrayed: "I'm waiting for the aspirin commercial that takes place in a drag club where someone's coming off stage in full drag and he has a headache. So he gets aspirin. And then he goes out and does the rest of the show. It's just a drag queen with a headache."

Until the day that ad or something like it appears (he isn't holding his breath), Locke admits that he, too, responds well to gay vague advertising. His favorite ad is "that Volkswagen Beetle commercial with a black guy and a white guy. And they're driving down the street, and they see a Beidermeyer chair, and they pick it up."

Why does he like it? "It's so clear to me that they're gay. It's so remarkably clear to me. That was the first ad that I thought had something to do with me." ■

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