

## Cultural context

One of the main concerns our audience has about supporting marriage equality is how **being raised by same-sex parents might affect a child's development**. They worry about several things: the child's emotional well-being, the risk of bullying or exclusion, the absence of a male or female role model at home, and whether it might influence the child's sexual orientation.

Even though **research shows there is no negative impact**, this concern is frequently voiced in comments like "I feel sorry for the kid" and "Not sure how he will grow up" on social media.

## Strategy

Our strategy is all about **building empathy**. **Registered partnerships can feel complicated** and distant for people who are not familiar with the legal terminology, so **we need to bring the message in a way they can relate to**.

We want our audience to see that rainbow families aren't something strange or different - **they're just families, like any other**.

Our idea focuses on something simple and universal: dad jokes. Everyone knows them, and many can relate. We use this everyday humor to highlight equal marriage - because really, the only bad thing kids might face in a same-sex family is twice the dad jokes.

We plan to create a video series, with **separate videos for male and female same-sex couples** - because moms have their own classic moments too. Think of lines like, "Put on a proper jacket!" Now imagine hearing that... twice as often.

We're taking a **light-hearted, funny approach** that breaks away from the usual serious tone of nonprofit messaging. **Humor helps us connect more personally** with people and it makes it comfortable to talk about emotional topics such as family and equality.

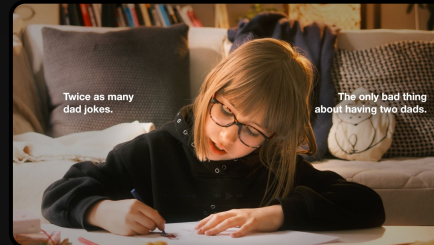
## Film

At the heart of our film is a completely ordinary situation. A young child is quietly drawing while listening to a conversation in the background. Two dads are tossing dad jokes back and forth. Meanwhile, the kid reacts with subtle facial expressions to the painfully corny - yet oddly charming - jokes.

As the scene continues, the camera slowly zooms in on the child's face, capturing their honest reaction to the jokes.

The twist at the end is that the two people chatting are actually the kid's two dads and we gently make the viewer realize that the only bad thing this child faces is having to hear twice as many dad jokes on a daily basis.

AI was used for research, sound mixing, and proofreading.



Twice as many

# DAD JOKES

The only bad thing about having two dads.

Support equal marriage.



#ACSALÁDAZCSALÁD