

ADWEEK



Subscribe to Adweek

Get a full year of print and tablet editions for just \$69



Worthier Causes

Copywriter encourages donations with Help Kenya Not Kanye site



Digital Deceit

Experts discuss the \$7 billion problem ad fraud has become

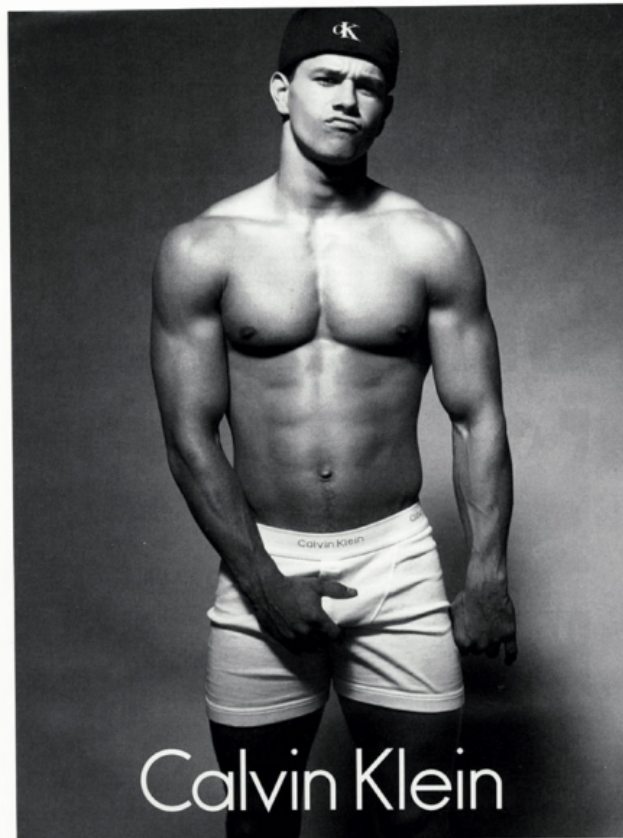
16 of the Gayest Ads in History From Ivory soap to Marky Mark By Robert Klara

June 16, 2013, 10:22 PM EDT

Calvin Klein

11 of 16

When Calvin Klein's then-advertising vp Neil Kraft asked David Geffen to borrow Mark "Marky Mark" Wahlberg for an underwear shoot in 1992, he created one of the most iconic ads of the late 20th century—one that gay men immediately adopted as their own, even though Kraft wasn't deliberately targeting them. The muscle-boy-in-his-drawers genre remains with us to this day, along with the question that still has no answer: Are these ads "gay" or not?



Featured Jobs

Graphic Designer
Long Island Pulse Magazine
Patchogue, New York

Digital Account Executive
RSM Strategic Co.
New York City

Online Ad Sales for Popular Parenting Site - Telecommute
Online Ad Sales for Popular Parenting Site - Telecommute
East Coast

Public Relations Supervisor
i.d.e.a.
San Diego, CA

Business Development Director
i.d.e.a.
San Diego; a remote work arrangement will be considered

[See More Jobs »](#)

Adweek Blog Network

AgencySpy

PRNewser

Comments

23 Comments

Adweek

Login

Recommend

Share

Sort by Best



Join the discussion...



tasteless chap · 3 years ago

I hate these lists that we have to click through. Why can't you just list all 16 on the same bloody page?

Adweek
438,714 likes



10 friends like this

