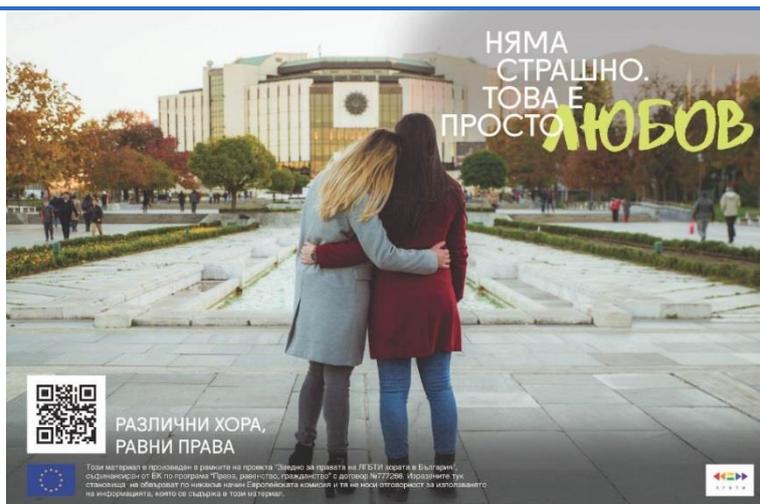


## Don't be Scared, It's Just Love



The campaign 'Don't be Scared, It's Just Love' was aimed at showing same-sex couples in public, in moments of affection and love

**Target groups:** People living in urban areas, youths/teenagers, LGBTQ community

**Focus:** Communication  
Improving equality and acceptance, focusing on the fact that it is not a fight for equal rights only, but also love and affection.

**Objectives:** The campaign was initiated by GLAS foundation with the help of partners and funded by the European Commission who commissioned the campaign. The main inspiration was the fact that 80% of same-sex couples in Bulgaria are afraid to hold hands in public.

**Methodology:** The billboard campaign was implemented in four cities in the country. It was followed by an online campaign, a print campaign in women's magazines and other channels. A key success factor were the opponents' reactions which caused a media frenzy.

**Impact:** The campaign caused a lot of controversy, an outburst of homophobia and was vandalised in cities around the country. It proved successful though, as topics of the acceptance and rights of LGBTQ people reached national media and entered national debate. As a result, numerous partnerships with other national NGOs were established, many supporters were attracted, while volunteers and donations increased. The level of discrimination against the community was brought to national attention.

**Conclusion:** 'We would plan differently the PR strategy as we weren't prepared for the serious aggression against the campaign. As advice – don't be afraid to be bold and challenge the stereotypes.'

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