

# Google's Holiday Ad Embraces Modern Ideals While Forgetting the Heart of Christmas

Google's Christmas advertisement features a "nonbinary" influencer.

The ad for Google Shopping showcasing a male in women's clothing, sparked widespread criticism across social media.

"Google launches WOKE Christmas campaign featuring man wearing women's clothing complaining about his skin," commentator Oli London wrote on X.

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The advertisement depicts TikTok influencer Cyrus Veyssi.

*Google launches WOKE Christmas campaign featuring man wearing women's clothing complaining about his skin.*

*– Oli London (@OliLondonTV) December 11, 2024*

"Google: 'What should we do for our Christmas ad?' Normals: 'Maybe a family sharing gifts around a tree?' Google: 'Sorry, best we can do is a dude prancing around in women's clothing,'" Red State writer Bonchi said on X.

"Disgusting," conservative account Libs of TikTok wrote.

A Google spokesperson told Fox News: "Everyone likes to find a good deal and save money. That's why we're promoting Google

Shopping as the best way to do that. To put it in perspective, this was a single sponsored Instagram post, representing a fraction of a percent of a much wider Google Shopping campaign."

American Faith reported that a recent ad from Jaguar sparked backlash after featuring diverse and sexually ambiguous models.

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Jaguar's campaign featured individuals in vibrant clothing. Phrases such as "create exuberant," "live vivid," "delete ordinary," "break molds," and "copy nothing" appear in the ad. There were no vehicles in the campaign.

Managing director Rawdon Glover told the Financial Times that the campaign's message was lost in a "blaze of intolerance."

"If we play in the same way that everybody else does, we'll just get drowned out. So we shouldn't turn up like an auto brand," Glover said. "We need to re-establish our brand and at a completely different price point so we need to act differently. We wanted to move away from traditional automotive stereotypes."

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