# 'Keep MAGA weirdos out of your business' says new anti-Trump ad campaign



The Human Rights Campaign (HRC) Equality Votes PAC has unveiled a new political advertisement titled "Cut it Out", aiming to underscore what it claims is a significant threat to Americans' personal freedoms. Released recently, the ad features a cardboard cutout of former President Donald Trump, portrayed in a satirical manner to symbolise what HRC calls the invasive policies of Trump and MAGA Republicans.

The advertisement strategically places the Trump cutout in unexpected and discomforting locations—such as in a man's shower and behind a pharmacy counter—to illustrate the perceived intrusiveness of the MAGA agenda. Presented with the tagline, “Enjoy your privacy?” the ad juxtaposes Trump's image with the concept of personal space, suggesting that the former president and certain Republicans, including Ohio Senator JD Vance, are encroaching upon individual freedoms regarding issues like abortion, birth control, marriage equality, and employment rights. The ad concludes with various individuals discarding the cardboard cutouts into a recycling bin, accompanied by the message: “Keep MAGA weirdos out of your business.”

This advertisement is part of the HRC Equality Votes PAC’s broader $2 million campaign strategy targeting "equality voters" in key battleground states such as Arizona, Michigan, Pennsylvania, and Wisconsin. The campaign prioritises a multiracial and multigenerational demographic advocating for LGBTQ+ rights and preserving individual freedoms. Earlier in October, the PAC released three additional ads—“Not Going Back,” “Shadows,” and “Vote Your Way”—which concentrate on pressing issues, including Project 2025, a Republican-backed initiative perceived to threaten existing protections for LGBTQ+ individuals and reproductive rights should Trump secure another term.

Sam Lau, a spokesperson for HRC Equality Votes PAC, remarked on the strategic goal of the campaign, referencing Minnesota Governor Tim Walz's sentiment that "voters want politicians to ‘Mind your own damn business.’” Lau elaborated that Trump and MAGA politicians recognise the unpopularity of their policies across diverse voter demographics, leading them to resort to a campaign narrative of division. He noted that "Cut it Out" employs humour to highlight what the HRC perceives as strange and harmful policies, reminding voters of their capability to safeguard their rights.

Conversely, the Trump campaign has adopted a strong anti-transgender stance towards the election's final stages, with efforts focusing on depicting Democrats as extreme due to their support for transgender rights. However, a recent survey by Data for Progress suggests that this strategy may have adverse effects, as 54 percent of likely voters described such ads as “mean-spirited and out of hand.” Additionally, 74 percent of respondents believe that transgender individuals deserve dignity and respect, with a majority favouring candidates supportive of transgender rights. Furthermore, 80 percent of participants would prefer that both political parties concentrate on pressing economic issues, such as inflation, instead of contentious cultural disputes.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.advocate.com/election/hrc-creepy-donald-trump-ad> - Corroborates the HRC's new ad campaign featuring a cardboard cutout of Donald Trump to highlight the perceived intrusiveness of MAGA policies.
* <https://www.advocate.com/election/hrc-creepy-donald-trump-ad> - Provides details on the satirical approach of the ad and its focus on personal freedoms.
* <https://www.politico.com/playbook> - Contextualizes the broader political landscape and election dynamics, although it does not specifically mention the HRC ad campaign.
* <https://www.politico.com/playbook> - Discusses the challenges faced by the Biden campaign and the shifting election landscape, which indirectly relates to the HRC's campaign strategy.
* <https://www.washingtonpost.com/politics/2020/08/24/absurd-claim-that-trump-is-most-pro-gay-president-american-history/> - Provides historical context on Trump's stance on LGBTQ+ issues, contrasting with the HRC's current campaign against him.
* <https://www.noahwire.com> - Serves as the primary source for the details about the HRC Equality Votes PAC's campaign strategy and the 'Cut it Out' ad.
* <https://www.advocate.com/election/hrc-creepy-donald-trump-ad> - Mentions the HRC's broader $2 million campaign targeting 'equality voters' in key battleground states.
* <https://www.advocate.com/election/hrc-creepy-donald-trump-ad> - Details the other ads released by the HRC Equality Votes PAC, such as 'Not Going Back,' 'Shadows,' and 'Vote Your Way.'
* <https://www.politico.com/playbook> - Discusses public perception and political pressure, which is relevant to the HRC's strategy of highlighting unpopular policies.