



WEEKLY
CHRISTIAN
FOCUS

THE KING OF WOKE PART A
AN ALLEGORY
(B follows below)



The Righteous Citizen:
“Ah, your Highness”, oh I mean the former king of Woke, Wokeness, and all things Wokey, and of Wokey Nonsense. You have been ruling over us for some time now that I am having real difficulty not to address you by your previous Title(s).

Nevertheless, it is my duty to inform you of a few points that both the National and Global Council have (finally) decided. My apologies for the delay in passing on these details to you.”

K.o.W. ‘All right, all right, you miserable creature, get on with it, I know it can only be bad news. I haven’t even had my morning blood tea yet!’

TR: “Thank you your H, ooops. Yes, let me proceed then. Due to the **enormity** of your global and universal crimes against humans, specifically for the last 4 decades, and millennially further back of course, it has hereby been decreed that.....

K.o.W: ‘hurry up man, are you a man even, what about all our gender ideology, how can you

still think you are a man, the Queen and I must have failed somehow!’

RC: “allow me to continue, as you were briefly informed yesterday, that today will be your collective executions day! Let me say, on a positive note, that it is a bright and sunny day for it, cloud covering is quite low also. You must be pleased about that. “

K.o.W (grumbles in a low voice)

RC: it has been decreed therefore that both you and the Queen shall be taken hence... (pauses), by the way, where is the Queen, wasn’t she supposed to attend this meeting?”

K.o.W ‘ yes, but she is having one last ungodly perverse ‘fling’ with one of her most devoted underlings, surely you wouldn’t begrudge her of one more act of filth and degradation? What kind of creatures are you, anyway?’

RC: I UNDERSTAND YOUR MAJ... WELL, LET ME CONTINUE, AS I WAS SAYING, (coughs slightly and draws a deep breath), YOU WILL BOTH

BE TAKEN FROM HERE TO A PLACE OF EXECUTION AT 3 P.M TODAY, (you both DO get a special last ‘lunch of your choice’ beforehand of course, that would be at 1 p.m, we don’t want to be mean about this.

I will have a menu sent down to you shortly to look over, we will *pick up the tab*, or cover all expenses of course).

FROM THERE YOU WILL FACE A MULTIPLE FIRING SQUAD, THEN THREE HANGMEN AND WOMEN (EQUALITY-DRIVEN) AND FINALLY YOUR BODIES, AFTER CERTIFYING YOU ARE BOTH DEAD AND LIFELESS, AND COMPLETELY USELESS, WILL BE BURNED WITH ANTI-RADIATION AND POLLUTANT FIRE AND OTHER CHEMICALS, SO THAT YOU ARE BOTH HAPPILY REDUCED TO ASHES. THESE ASHES WILL BE IMMEDIATELY TRANSPORTED INTO AN AWAITING module, (CAREFULLY AND HUMANELY OF COURSE) and placed inside the next satellite bound for Andromeda, where our scientists and others have already researched and

identified the exact and safest location to put your 'remains', so to speak, and you will 'remain' there, excuse the pun, well, in perpetuity on Messier 31, as it is sometimes called,



and I am not instructed to tell you the exact location IN THE GALAXY, but since it is autumn and we are currently in the North, it will awaken a great interest in Astronomy again, and humans, **though not being able to see the Satellite, will be able to see the Galaxy, which is wonderful news.** With our advanced technology, you should be there in a couple of days from launch, so to speak. I hope you find this satisfying news. So, there are a lot of positives to take from your deaths today in fact, sir.

As I continue, I have to also say, though we did decide about your bodies, we are



unable to make any decision about your spirits and eternal future, this has been restricted to us by the Great Words of the Great King of the Universe, but it is our understanding from carefully reading His Book, that most likely, not totally sure yet, but your spirits **could** be thrown, (sounds a bit violent I know), into a lake of Violence, no I mean a lake of Fire. Sounds gruesome. We have also learned from this Book, that if you and the



Queen actually 'said sorry' to the Great King, (between now and 3 p.m. today that is), He **perhaps** would be able to rescind this normally non refundable punishment and offer you some 'way out' at least the spiritual side of your fate. 'Think' 'Dying Thief' story, if you are familiar with that? Our librarian can bring you a copy this morning to peruse if you wish?

So there you have it, sir, and you will be pleased to know that you will be permitted to speak, both you **and the Queen**, for three seconds each at the execution this afternoon. Finally the global audience is expected to exceed 7 Billion for the execution session. You will be pleased to know this will generate considerable revenue for this particular country over which you have ruled so mercilessly for so long. Another positive, dare I

suggest?

Do you have any questions for me, before I leave?"

K.o.W: 'I will rise again, I am sure of it, as I always have before in human history. That's all I have to say! Now, be gone you little urchin, before my blood pressure goes through the roof!'

RC: "Thank you, sir, for your valuable input"

Until this afternoon then, Goodbye and regards to your other half!"

(End of Allegory)

PART B VICTORIES IN AUSTRALIA AGAINST THE WOKE EMPIRE.

I, Jerry received this note only yesterday from the Australian Christian Lobby

Dear Jerry,
Every parent wants their children to receive a quality education. Instead, Victorian schools (Victoria is a State in Australia) are teaching 5-year-olds that their "body parts may not match their gender." This begins in Prep and continues through to Year 12, with content becoming more explicit each year. When *The Australian* exposed this **recently**, Premier Jacinta Allan called parent concerns "disgraceful nonsense." But parents know the truth.

The Pipeline Parents Warned About

Dr. Michelle Telfer, who leads Victoria's contentious gender clinics, told the recent Royal Commission exactly how it

works: "There's the school level... there's the primary health care level... and then there's the specialist services."

She unashamedly praised how doctors in schools help children access gender treatments when parents won't bring them in - or don't even know they're seeking treatment. This pipeline - from classroom to GP to gender clinics - operates without parental knowledge or consent.

This is what parents warned about.

"Peak Woke" Has Passed – But Schools Haven't Noticed
The Institute of Public Affairs **analysed** Google searches for 20 "woke" terms over two decades. Words like "pronouns", "white privilege" and "gender identity" surged from 2012, peaked in March 2023, and have since dropped sharply.
Australians are waking up, and momentum is building.

Parents Demand Change – 1,850 Victorian parents, led by ACL's Jasmine Yuen, called for a review of school gender programs and secret transition policies. Their courage forced mainstream media attention.

Media Breaks Ranks – The Herald Sun recently quoted ACL's warnings about the "school to clinic pipeline," backed by the UK's Cass Review, which found the evidence for the use of youth gender medicine to be "remarkably weak." After years of being dismissed as extreme, parents' concerns are being recognised as legitimate.

Medicare Says No – Despite heavy activist lobbying, the

Medical Services Advisory Committee refused to fund 30 gender procedures including breast removal and genital reconstruction. Why? Because there's no solid evidence on safety, regret rates, or long-term outcomes.

Your support created this momentum. Our Gender Experiment documentaries reached 47,000 viewers. Together, we are helping Australians see clearly: **children need truth, not ideology.**

But The Battle is Not Over

- The Building Codes Board may endorse all-gender toilets in new schools, shopping centres and auditoriums
- Schools still transition children without informing parents
- Respectful Relationships (An Australian Organisation?) will continue teaching boys who identify as girls, "You're on the girls' team"

Psychiatrists warn these approaches merely mask mental illness rather than reduce suicide risk. Premier Allan dismisses medical experts as "hurtful."

Here is Our next Step

With your support, ACL will:

- Challenge the "mature minor" doctrine that excludes parents
- Expand our campaign before other states copy Victoria
- Equip parents with tools to protect their children

Wounded ideologies fight hardest when cornered...

But with your partnership, we can protect children, support parents, and bring truth back into schools.

"So God created mankind in his own image, in the image of God he created them; male and female he created them." – Genesis 1:27

Our children deserve truth, not confusion.

Standing with you for them,

Michelle Pearse
CEO
Australian Christian Lobby

P.S. Peak Woke can't make us complacent.

Closing note and final updates from Jerry:

Thank you Michelle, from the wonderful Down under and upside down world that is currently Australia today!

Good news! The King and Queen of Woke are being executed in a few hours now! Global countdown clocks have been live for some time now! Excitement is building. Extra security has been added at all key ports, stations, airports and thousands of global government buildings now loyal to the New Empire. The Global Coup against Woke has been successful! The King and Queen of Woke will soon be d.e.a.d, (and living somewhere on Andromeda), and long live the True King!

Until next week, God willing!

Jerry for the WCF TEAM



GET WOKE GO BROKE

Here's a list of notable global companies that have been associated with the phrase "go woke, go broke"—that is, businesses that took progressive or politically charged stances ("went woke") and then experienced backlash or financial fallout. The quality and scale of the impact vary, and not all have suffered outright revenue collapse—but they've become key examples in discussions about corporate cultural activism gone awry.

Highlighted Cases

1. Bud Light (Anheuser-Busch InBev)**



What happened: In 2023, Bud Light partnered with transgender influencer Dylan Mulvaney, sparking a conservative boycott.

Impact: They saw an estimated drop of over 26% in off-premise sales by early May 2023, and by mid-October, U.S. revenue had declined around 13.5%, with a 17.5% fall in U.S. sales and a total volume drop of 3.4%. Market valuation fell dramatically—analysts pegged losses at around \$26 billion.

2. Target



What happened: The 2023 Pride merchandise—including "tuck-friendly" swimsuits sparked accusations of inappropriately marketing to minors. A conservative backlash and boycott followed.

Impact: Stock dropped more than 10% shortly after release. Later, a 40-day boycott began in early 2025, correlating with a ~\$12.4 billion drop in market value.

3. Gillette (Procter & Gamble)



What happened: Gillette's 2019 "The Best Men Can Be" campaign, addressing toxic masculinity, angered many male consumers.

Impact: The parent company took an \$8 billion write-down. While that figure includes broader strategic factors, it aligns with controversy timing.

4. Starbucks



What happened: The 2015 "Race Together" initiative encouraged racial discussions in stores—including on cup sleeves—but was widely criticized as tone-deaf and misplaced.

Impact: The campaign drew negative reactions and is often cited as a PR misfire, though no

specific financial figures are usually noted.

5. Coca-Cola



What happened: DEI training materials that encouraged employees to be “less white” sparked accusations of reverse racism.

Impact: While likely not a financial debacle, the episode dented public perception and produced considerable backlash.

6. Ben & Jerry's



What happened: The company ended sales in the occupied Palestinian territories as a political stance.

Impact: It sparked boycotts and controversy in international markets. The financial loss wasn't disclosed but reputational impact was widely noted.

7. H&M



What happened: An ad featuring a black child in a “coolest monkey in the jungle” sweatshirt led to public outrage in 2018.

Impact: H&M faced boycotts and temporarily closed stores in South Africa.

8. NFL



What happened: Colin Kaepernick's national anthem protests led to polarized reaction and viewer backlash.

Impact: The league experienced drop in TV ratings and advertising revenue—impacting its financial performance.

9. Papa John's



What happened: The founder's comments criticizing the NFL leadership over anthem protests triggered backlash.

Impact: The comments led to a drop in stock (~5%) and the founder eventually stepped down.

10. Dick's Sporting Goods



What happened: After Parkland, the company stopped selling assault-style rifles and raised the gun purchase age to 21.

Impact: Same-store sales dropped 3.9% that quarter, translating to significant revenue losses among supporters of gun rights.

11. Disney



What happened: Disney’s stream of “woke” content and political entanglements—like opposing Florida’s “Don’t Say Gay” law—allegedly alienated some core audiences.

Impact: Fox News cited reports that Disney spent nearly \$1 billion on four underperforming projects and faced subscriber and box-office slumps. Costs and audience erosion point to serious financial strain.



12. Cracker Barrel

What happened: In August 2025, the restaurant chain attempted to modernize its logo, removing the traditional “Uncle Herschel” image. Critics labeled it “woke.”

Impact: Stock plunged ~10%, slashing ~\$100 million in market value. The company reversed the change amid mounting backlash.

Summary Table

Company	“Woke” Action Taken	Key Financial/Brand Impact
Bud Light	Trans influencer campaign	>26% sales drop, ~\$26 billion value loss
Target	Pride merch “tuck-friendly” swimsuits	~10 % stock, ~\$12.4 billion market cap loss
Gillette	Toxic masculinity ad	\$8 billion write-down
Starbucks	Race conversations in cafés	Strong backlash, intangible brand damage
Coca-Cola	“Be less white” DEI training	Public outrage, reputational harm
Ben & Jerry’s	Boycott Israeli territories	Controversy; unclear sales loss
H&M	Insensitive ad imagery	Boycotts, store closures in South Africa
NFL	Kaepernick anthem protests	Ratings & ad revenue decline
Papa John’s	Founder’s anti-NFL protest comments	~5% stock drop, CEO departure
Dick’s Sporting Goods	Gun control stance (no rifles, age 21+)	Same-store sales down 3.9 %
Disney	Progressive content & political positions	~\$1 billion in flop content spending; subscriber losses
Cracker Barrel	Logo modernization removing heritage symbol	~\$100 million lost, reversed rebrand

Here’s an analysis of **Jaguar’s** rebrand—a prime example often linked to the “go woke, go broke” narrative—drawing from recent reports and expert commentary:

The “Go Woke, Go Broke” Argument

What Happened



In late 2024, Jaguar launched a provocative campaign under the slogan “Copy Nothing”, featuring high-fashion, androgynous models in vivid settings—without showing any car. The new logo dropped the iconic leaping jaguar in favor of a minimalistic geometric “J” design. The move coincided with Jaguar’s broader **Project Roar**, a bold shift to become an all-electric brand by 2026, backed by an £18bn investment for manufacturing and staff training.

Reaction & Backlash

The campaign ignited widespread criticism—labeled “woke,” absurd, and disconnected from the brand’s legacy—drawing mockery from figures like Elon Musk and Nigel Farage ([New York Post] [4], [Business Insider] [5], [Forbes] [6], [The Guardian] [7], [The Sun] [8], [The Wall Street Journal] [2]). Jaguar’s managing director responded by condemning critics, attributing their tone to “vile hatred and intolerance” ([Sky News] [9], [PinkNews] [10]).

Financial & Brand Impact

Critics argue the campaign alienated Jaguar’s core customer base, who valued heritage, craftsmanship, and automotive excellence ([The Sun] [8], [Newsweek] [11], [The Times of India] [12]).

Sales plummeted: in April 2025, **European sales dropped 97.5%**, with global sales down 85% compared to 2018 ([Newstarget.com] [13], [Wikipedia] [3]).

Retail figures for 2024 show Jaguar selling just **33,320 vehicles**, a steep decline from its peak of 181,000 in 2018 ([Carscoops] [14], [Ny Breaking] [15]).

Jaguar’s Perspective & Strategy

Intentional Differentiation

Jaguar defended the bold marketing approach, arguing they needed to disrupt and redefine stereotypes in order to stay relevant—and that **polarizing “Marmite-like” campaigns** can be effective. In interviews, leadership emphasized the need to attract a younger, design- and experience-focused audience, even if that meant losing segments of their traditional customer base. They projected only 15% of current customers would follow into the new all-electric, upmarket direction.

Long-Term Transition

Jaguar is pressing ahead with its EV-only vision, including a high-end electric grand tourer priced around \$140k–\$170k, to be launched in new immersive pop-up experiences. The Type 00 concept car, released at Miami Art Week, symbolizes their new design language—a striking, art-inspired machine not intended for production but reflective of their future styling ethos.

Internal Dissent

Designer backlash surfaced from within: internal Jaguar teams criticized the new visual identity

as “generic,” “too rounded,” and disconnected from Jaguar’s design heritage

Verdict: Did Jaguar “Go Woke, Go Broke”?

Yes—but with nuance. The backlash was less about ideology and more about a disconnect between Jaguar’s dramatic branding pivot and what its existing—and even potential—customers expected from the brand.

Jaguar did alienate its loyal base, and there is tangible evidence of sales collapse in Europe and globally, supporting the “go woke, go broke” narrative ([Newstarget.com][13], [Carscoops][14], [Ny Breaking][15], [The Sun][8], [Business Insider][5]).

However, Jaguar’s leaders argue that this rebrand and shift were strategic necessities to reposition the brand amid dwindling sales and aging demographics ([Financial Times][1], [The Guardian][7], [Carscoops][14]).

Summary Table

Dimension	Key Insights
Campaign	Bold, car-free ad; new minimalist logo; “Copy Nothing” ethos.
Backlash	Massive criticism for being “woke” and disconnected. Sales tanked severely.
Sales Impact levels.	97.5% European sales drop (April 2025); global plunge of 85% vs. 2018
Jaguar Response luxury segment.	Embraced controversy; doubled down on EV-only future; targeting new
Internal Views	Some design insiders labeled the rebrand generic and misaligned.
Relevance to “Go Woke”?** Example demonstrates how rapid cultural pivoting can trigger backlash and financial damage.	

Takeaway

These examples demonstrate that when businesses adopt socio-political positions, they risk alienating parts of their customer base—sometimes leading to measurable financial consequences. Still, outcomes differ: Bud Light and Cracker Barrel saw immediate backlash and tangible losses, while others like Target and Gillette faced a mix of reputation damage and financial write-downs. In some cases (like Nike), there was a longer-term rebound, proving the narrative isn’t universally applicable.



They Got Punished For Becoming Too ‘Woke’



HERE LAYS WOKE
BORN IN PROTEST, TWENTY-FOURTEEN,
WITH SLOGANS LOUD AND RIGHTEOUS
SHEEN,
IT CLAIMED TO FIGHT FOR FREEDOM'S
CAUSE,
WHILE SILENCING DISSENT WITH CLAWS.

IT PREACHED OF LOVE, INCLUSION, GRACE,
BUT CANCELED FOLKS FOR THOUGHT OR
FACE.
IT SHOUTED "JUSTICE!" NIGHT AND DAY,
YET THRIVED ON OUTRAGE'S ENDLESS PAY.

BY TWENTY-FIVE, ITS MASK WAS BROKE,
EXPOSED AS POWER DRESSED IN SMOKE.
HERE LAYS WOKE—CONTRADICTION'S
CHILD,
A TYRANT DRAPED IN VIRTUE, STYLED.

1. Truth & Authority

Christianity: Truth is objective, revealed by God in Scripture and supremely in Christ

(John 14:6 Jesus saith unto him, I am the way, the truth, and the life: no man cometh unto the Father, but by me.).

Clash:

Woke relativism vs. Christian absolute truth.

2. Human Identity

Christianity: Identity is defined by being made in the image of God and redeemed in Christ

(Galatians 3:28 There is neither Jew nor Greek, there is neither bond nor free, there is neither male nor female: for ye are all one in Christ Jesus.).

Clash:

Group identity vs. unity in Christ.

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1. Truth & Authority

Woke philosophy: Truth is subjective, rooted in lived experience, identity, and social power structures

2. Human Identity

Woke: Identity is primarily defined by race, gender, sexuality, and oppression status.

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