ADVERTISING AROUND PRIDE
AND THE LGBTQIA+ COMMUNITY
Methodology

**APPROACH**
10 mins online survey, respondents recruited through The Diversity Standards Collective

**FIELDWORK DATES**
May 2022

**SAMPLE**
50 total
- Representation from a broad mix of the LGBTQIA+ Community
- Mix of genders with a female bias
- Mix of ages - primarily 20-39
- Mix of representation from across the UK including multiple sexualities, disabilities and religions
THE MEANING OF PRIDE
Feelings of acceptance, validation and having the ability to express oneself without judgement were common themes in people’s comments

Q - Thinking now about Pride, what one phrase or sentence describes what Pride means to you?

ACCEPTANCE

“Pride to exist as you are, an adult just the same as any other adult, conducting loving, respectful relationships.”

“The feeling of happiness, openness and safety within your own skin and being your true self.”

“To me, pride is being who you are, proud of it and not scared to let the world know.”

“Being happy with yourself, the way you are and can’t imagine being any other way.”

PROGRESS

“Pride as a movement to recognise how far we have come but where we also need to progress.”

“For us, celebrating pride means promoting self-affirmation, dignity and equal rights for all.”

“To love and accept those different to you, or the same as you.”

“Pride is a protest.”

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“Pride as a movement to recognise how far we have come but where we also need to progress.”

“Affirming and recognising the human rights and freedoms that have been won by activists and campaigners, while celebrating the diversity of LGBT people.”

“Being happy with yourself, the way you are and can’t imagine being any other way.”

“The feeling of happiness, openness and safety within your own skin and being your true self.”

“Pride as a movement to recognise how far we have come but where we also need to progress.”

“Affirming and recognising the human rights and freedoms that have been won by activists and campaigners, while celebrating the diversity of LGBT people.”

Source: Celebrating Pride Survey  |  Base: 50 respondents
PRIDE IS MORE THAN A CELEBRATION

During pride, members of the LGBTQIA+ community look back on the hardships faced to get to this point and look ahead to educate others on what more still needs to be done.

Q - What does Pride mean to you?

- 78% "To raise awareness of issues affecting the LGBTQIA+ community"
- 76% "To remind others of the struggles faced by members of the LGBTQIA+ community"
- 74% "To celebrate the rights/recognition of LGBTQIA+ communities"
- 68% "People coming together in love and friendship"
- 72% "To promote awareness of/educate others on LGBTQIA+ history"

Source: Celebrating Pride Survey  | Base: 50 respondents
WHAT SHOULD BRANDS DO WHEN GETTING INVOLVED WITH PRIDE

Many felt that supporting the LGBTQIA+ community during Pride only is gesture politics – the general consensus is that brands needs to do more in a consistent way.

• Q - What do you think is the most positive thing brands can do when involving themselves with Pride?

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<thead>
<tr>
<th>YEAR-ROUND ACTIVISM</th>
<th>INVOLVEMENT</th>
<th>GO FURTHER</th>
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<tbody>
<tr>
<td>“Make themselves inclusive and stand up for LGBT+ rights all year round, not just at pride.”</td>
<td>“Get the community involved, and include organisations that need support.”</td>
<td>“They can elevate the demands of the LGBTQI+ community and put pressure on legislation from an economic perspective.”</td>
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<td>“They need to share their profits with Pride organisations and LGBTQIA+ charities while constantly speaking out against hate - ALL year-round.”</td>
<td>“They can commission artists from the LGBTQI+ community to create content to celebrate Pride.”</td>
<td>“Prove ways in which any of their staff who are LGBTQIA+ are being valued and looked after within their organisation.”</td>
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<td>“Donate to LGBTQIA+ charity. And promote pride and confidence all year not isolated to just pride month for a quick cash grab.”</td>
<td>“Have models/reps who are part of the community but not make it the centre of attention.”</td>
<td>“Actually doing something to help LGBT+ people. We need allies to stand against hatred and ignorance, to demand not just tolerance but equality, to finance the groups that help and support LGBT+ people every day, not just during Pride season.”</td>
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<td>“Do more than dedicate 30 days to the needs of queer people.”</td>
<td>“Actually getting involved in queer causes, donating, demonstrating their support, etc. and not just see us as customers to just cater for in June for profit.”</td>
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Source: Celebrating Pride Survey | Base: 50 respondents
WHICH BRANDS ARE GETTING IT RIGHT?

Q - Please list as many brands as you can think of that are having a positive involvement/impact with Pride and why.

RAINBOW LACES CAMPAIGN
Premier League
Partnership with Stonewall encourages LGBT+ acceptance among children and young people involved in community and education initiatives

M&S
EST. 1884
SHOW YOUR PRIDE
Supporting akt, the national LGBTQ+ youth homeless charity

LUSH
FRESH HANDMADE COSMETICS
LESBIAN IMMIGRATION SUPPORT GROUP
Support for ethnic minority, lesbian and bisexual refugees and asylum seekers

VANS
WHERE LOVE IS ILLEGAL
A project by Witness Change, that shares personal testimonials of survival from the LGBTQ+ community to help connect people, transform opinions and support real change.

Source: Celebrating Pride Survey | Base: 50 respondents
WHICH BRANDS ARE GETTING IT RIGHT?

Q - Please list as many brands as you can think of that are having a positive involvement/impact with Pride and why.

Diversity and individuality are at the heart of Virgin Atlantic’s latest advert, which champions the LGBTQ community among others.

Source: Celebrating Pride Survey  |  Base: 50 respondents