

# OUTVERTISING



# ABOUT THIS GUIDE

This guide will help you bring to life a campaign in paid advertising for a general audience that includes or features LGBT+ people.

That means including scenes or images with LGBT+ people in general advertising, or conversations and language that refers to us and our relationships.

This guide isn't designed to help you create communications only for an LGBT+ audience. We can direct you to alternative resources for that.

LGBT+ means lesbian, gay, bisexual, transgender and more. And "more" because sexual identity is neither simple nor binary.

# WHY PUT LGBT+ PEOPLE IN GENERAL ADVERTISING?

Why not? Excluding us is prejudiced. But let's not get into that straight away.

## **WE'RE A BIG PART OF SOCIETY.**

Research has suggested that around 7% of the UK population identifies as LGB, around 4.5 million consumers. This is survey data which always under reports actual LGBT+ sexual attitudes because of fears of prejudice. So many of us are still closeted, for example 34% of LGBT+ people are not out at work." Therefore the actual LGBT+ population will be much higher.

And LGBT+ populations are much higher than average in metropolitan areas, especially London and Manchester.

## **IF YOUR BRAND'S TARGET AUDIENCE INCLUDES YOUNGER PEOPLE, THE CASE IS COMPELLING.**

Around half of adults aged between 18-24 do NOT identify as 10% heterosexual.' This UK YouGov research used the Kinsey Scale of sexual orientation. Using the same scale, 23% of the entire population identifies as either not 100% heterosexual, or gay.

## **AND WHAT ABOUT THE PINK POUND?**

There may be arguments for your brand to specifically aim for the £6 billion of LGBT+ consumer spending, but we're encouraging you to align your brand with a broader attitudinal audience. For example, a 2013 survey found that over half of the UK population were supportive of same sex relationships.' And that perhaps brings us to the focus of our argument: what does it say about your brand when you embrace LGBT+ attitudes in your advertising?

# WHY SHOULD MY BRAND INCLUDE LGBT+ PEOPLE?

## IT SAYS YOU'RE AN INCLUSIVE, PROGRESSIVE, CARING, AND INSPIRING BRAND.

It says you want to connect emotionally with people who share modern, progressive views.

And if you haven't already done so, ask yourself what is my brand's purpose? Because it's not enough for a brand to have a straightforward positioning any more. Brands must differentiate themselves by showing what role they play in our lives today. And if there are any progressive, inclusive, or altruistic aspects to your brand's purpose, then you must consider showing a modern diverse group of consumers - including LGBT+ people enjoying the benefits of your products and services.

When your brand demonstrates diversity in one area, that will have a direct and positive effect on perceptions in other areas too.

In a 2014 study, LGBT inclusive advertising was shown to have a positive impact on consumers' perception of a brand's attitude to ethnicity. The brand's LGBT inclusive advertising did not alienate heterosexual men, and was more attractive to heterosexual women.'



# **LGBT+ UNDERSTANDING IS ONLY PART OF A DIVERSE STRATEGY**

Whilst we're fighting for LGBT+ representation in advertising, we encourage you to embrace all under-represented parts of our diverse society including BAME, disabled, and older people. You must have a joined-up approach to diversity for your brand.

Similarly don't forget LGBT+ people come in all shapes, sizes and hues. We're black, disabled, Muslim and old too.

# WHAT KIND OF BRAND SHOULD INCLUDE LGBT+ PEOPLE?

We would only encourage brands who have already adopted, or who are adopting a joined-up diversity strategy across their business to include LGBT+ people in their advertising.

Are you proud of your diversity strategy? Do you encourage diversity amongst your business partners too? Your inclusion of LGBT+ people must be authentic.

If it isn't, you will quickly be found out, and at best your advertising won't work, and at worst your brand will suffer the backlash of vociferous malcontent.

So let's look at it the other way. We'll assume your brand and your business is already championing and reaping the many rewards of a diversity strategy. Now you should include LGBT+ people in your advertising.

## A FEW WORDS ABOUT DIVERSITY IN BUSINESS

Our colleagues at Stonewall can tell you more about the benefits of workplace diversity. We're highlighting this because we've stressed your inclusion of LGBT+ people must be authentic.

We believe that by creating a welcoming, safe, and inclusive workplace you will provide the ingredients for better creativity and innovation. Diverse businesses find they have reduced absenteeism, improved recruitment, reduced employee turnover, and achieved greater business growth.

Read McKinsey's 2015 diversity report.\* They found diversity=profit. Businesses with a 10% increase in ethnic diversity produced 0.8% more EBITDA.



# 1

## GET STARTED. LOOK WITHIN.

As part of your broader diversity strategy you've now identified the need to include LGBT+ people in your communications.

Even though for reasons we've outlined previously we encourage you to aim your LGBT+ friendly campaign at a broad audience, please start your campaign research with your own LGBT+ people - your colleagues, your employees, your business partners - and talk to them about your brand in the context of the LGBT+ community.

As part of your diversity strategy you should empower your LGBT+ colleagues to set up their own LGBT+ network, or to affiliate with an existing one.

Tell them about your marketing and advertising plans and engage them. Understand how they feel they want to be portrayed as advocates of your brand or representatives of your customer base - be this actual or aspirational.

You will generate powerful insights, a motivated internal audience, and a compelling platform for your creative development process.

Make sure your core campaign team has at least one LGBT+ Advocate and one straight Advocate too.

# 2

## UNDERSTAND YOUR TARGET AUDIENCE.

Now understand more about your existing and aspirational audience and their attitudes to diversity.

We've cited several studies which show how the general population is now widely accepting of LGBT+ inclusion, but find out what your own customers think and feel about the issue.

Above all, ensure you are being true to your brand. Don't try to stretch your brand into places it clearly doesn't belong. Be authentic.

# 3

## MEASURE.

This isn't a marketing text book so forgive us if we only make fleeting reference to some basics like starting with SMART objectives for your campaign.

Previous successful LGBT+ friendly campaigns we've studied included specific measurement work streams like pre and post brand tracking and social listening to understand in more detail the impact that your campaign has had on the audience.

It's important you are able to define this on various levels including gender, age, and sexual orientation. Above all, you will want to check that the work is making your brand more appealing, and is building a more relevant emotional connection.

# 4

## DEFINE YOUR TONE.

Although LGBT+ people are still relatively invisible in marketing communications, we have popped up from time to time in the past. Looking back we've identified three waves of activity. The first, which began in the 1970s was dominated by tokenism and stereotypes. Normally it was gay men who were included in ads in an attempt to connect with that audience, opportunistically tapping into the then emerging Pink Pound.

Then at the turn of this century we moved into a period of flag waving, with occasional strident images and messages to reflect a political climate demanding equal rights and civil partnerships for lesbians and gays.

And now we believe we've reached a third wave, represented by genuine inclusion and authenticity, and acknowledging of the broader LGBT+ community.

So we'd definitely expect to see the 'A' word in your brief: authentic.

We might also see words like "human", and "progressive". The sexual identity of the LGBT+ people in your communications should be implicit and incidental to the bigger brand message that you are conveying.

Humour should be used very carefully. This is an area where LGBT+ are too often caricatured in a misguided and anachronistic attempt to get a laugh. Ensure your humour is applied fairly and equally.

# 5

## WRITE A TIGHT BRIEF.

When you plan your next campaign, if you're considering slice of life type situations, ensure you consider LGBT+ inclusion.

For every and any campaign ensure that your language is not heteronormative, and instead ensure that it is positively welcoming of LGBT+ people.

If you can, include LGBT+ people in imagery, photography and film. Use real LGBT+ individuals, including openly LGBT+ celebrities and athletes. Remember, be authentic.

The LGBT+ people you include should be diverse, from all ages, races, abilities, and genders. Include same-sex pairings in everyday situations, such as at home, driving, shopping or eating out.

Consider those same-sex pairings showing physical affection. Show LGBT+ people in family situations, with diverse friends.

Avoid copping out, don't let your advertising be purposefully sexually ambiguous ("Are they? Aren't they? Unless it's core to your creative idea). Support your imagery with supers, voice overs, and textual references to sexuality.

Do go for the unexpected. Allow your LGBT+ people to be different and surprising in a positive way. Ditch the clichés.



# 6

## CREATE AN INTEGRATED CAMPAIGN PLAN.

Even if the main ads in your campaign don't include LGBT+ people, you should consider including them in other parts of your multi-channel integrated activity.

If you're using online films, social, eCRM and other digital content, there is almost certainly a role for LGBT+ people and relevant content in those channels to support and amplify the work you're running on TV or in press and outdoor.

And don't forget where you started – with your internal communications. Celebrate your diversity with your colleagues and use the LGBT+ networks they have created.

# 7

## BE COMPLIANT.

Be respectful of our advertising codes of conduct.

The Committee of Advertising Practice (CAP) states: *"Marketing communications must not contain anything that is likely to cause serious or widespread offence. Particular care must be taken to avoid causing offence on the grounds of race, religion, gender, sexual orientation, disability or age."*

And the broadcast specific BCAP guidelines state: *"Advertisements must not condone or encourage harmful discriminatory behaviour or treatment."*

We monitor and work closely with CAP and the ASA, which applies the code, to ensure that LGBT+ representation is progressing effectively.

# 8

## BE PREPARED.

We hope that by following these guidelines your campaign will be successful on many levels. But occasionally a bigoted section of society can choose to react against inclusive advertising.

## THE SECRET HERE IS TO BE CONSISTENT AND CONFIDENT.

You should not offer to withdraw the communication. You should have a PR and social response prepared which re-states your company's and your brand's commitment to diversity.

Make the case for your activity by drawing upon the insights you created, and referring to the commercial and brand objectives of the campaign.

You should manage and amplify any positive messages of support. Call upon your LGBT+ networks to publicly support you.



# WE CAN HELP

PrideAM is happy to help you progress your LGBT+ inclusive campaigns. We can connect you with the experience of others.

PrideAM is the UK's LGBT+ advertising and marketing network. A voluntary and not-for-profit organisation promoting the positive inclusion of LGBT+ people and content in marketing communications.

We champion a diverse, creative, and specifically LGBT+ positive, work place in the UK marketing and advertising sector.

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# REFERENCES

**2004 Government impact assessment of the Civil Partnership Act through the National Survey of Sexual Attitudes and Lifestyles (NATSAL).**

This asked respondents about sexual attitudes and behaviours, but not orientation. It concluded that between 5-7% of the UK population were likely to be lesbian, gay and bisexual.

**The Glass Closet: Why Coming Out is Good Business,** John Browne (Harper Business)

**YouGov research,** August 2015

**British Social Attitudes Survey 30,** 2013

**Signals and Cues: LGBT Inclusive Advertising and Consumer Attraction,** George B. Cunningham and E. Nicole Melton.

**Sport Marketing Quarterly,** 2014, 23, 37-46, © 2014 West Virginia University

**Why diversity matters,** Vivian Hunt, Dennis Layton, and Sara Prince. McKinsey, January 2015.

# SOME CASE STUDIES

## **Tesco “Basket Dating”**

A valentine campaign where your shopping basket acts as matchmaker. LGBT+ people were included in a perfectly natural unforced way. With humour, without clichés or stereotypes. Tesco has the largest UK LGBT+ employee network.

## **Lloyds Bank “This is real life”**

Celebrating key moments in their customer's lives, including one gay man proposing to his partner. The bank's LGBT network is called LBG Rainbow Network @Rainbow\_Network

## **Dove Men + Care “My Dad my hero” (Canada)**

A Father's Day campaign celebrating dads as heroes, including gay dads. Dove manufacturer Unilever is part of Workplace Pride with networks in the Netherlands, UK, USA, and Canada.

## **Nike “Unlimited courage” (USA)**

Stars Chris Mosier, the first transgender duathlete to be included in the USA men's national team. Nike has a long history as an LGBT+ advocate. In 2016 it released its latest #betrue collection inspired by the LGBT+ community.

## **Wells Fargo “Learning sign language” (USA)**

A lesbian couple prepare to adopt a child. Wells Fargo has a number of diversity initiatives including Pride Team Member network.

