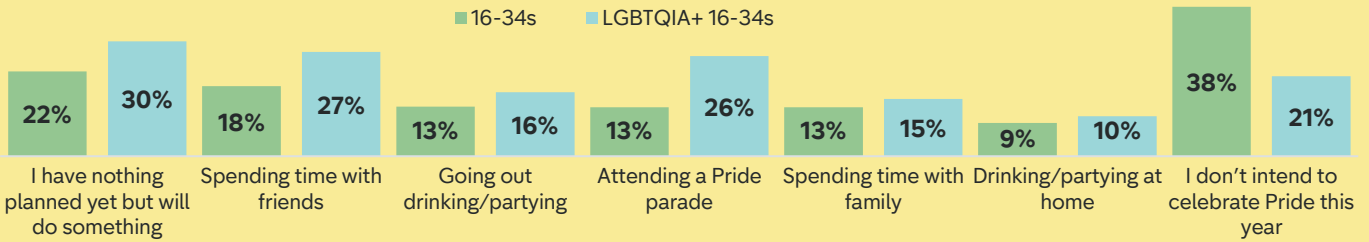
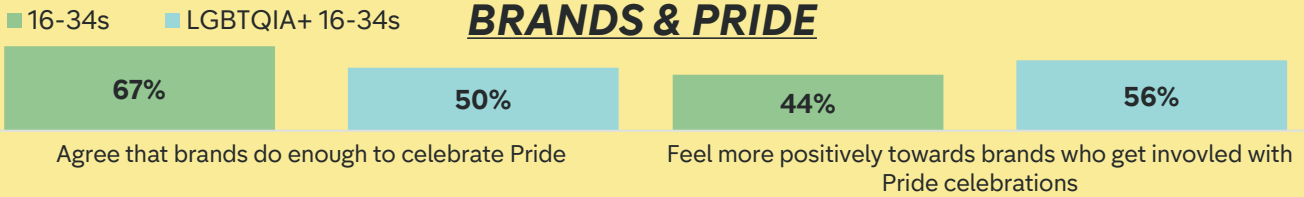


WITH PRIDE FAST APPROACHING, WE HAVE PULLED TOGETHER SOME KEY INSIGHTS LOOKING AT HOW 16-34S PLAN TO CELEBRATE AND HOW BRANDS CAN AUTHENTICALLY SUPPORT THE LGBTQIA+ COMMUNITY.



BRANDS & PRIDE



Nearly 70% of 16-34s think brands do enough to celebrate Pride. This drops to only half of LGBTQIA+ 16-34s. However this group is more likely to feel positive towards brands who get involved with Pride vs the average 16-34s. From the verbatim it is clear there is a lot of scepticism around performative Pride celebrations from brands. 16-34s want to see brands put in efforts to support the LGBTQIA+ community beyond Pride by supporting charities and raising awareness of community issues all year round. This links to the findings in our Mirror on the Industry study, where we identified that one of the key ways for brands to become more authentically diverse and inclusive was to think about diversity with an always on approach. Brands need to normalise and maintain diversity across all types of comms, throughout the year in order demonstrate a sustained commitment to the audience, and avoid being called out as being performative or jumping on a band wagon.

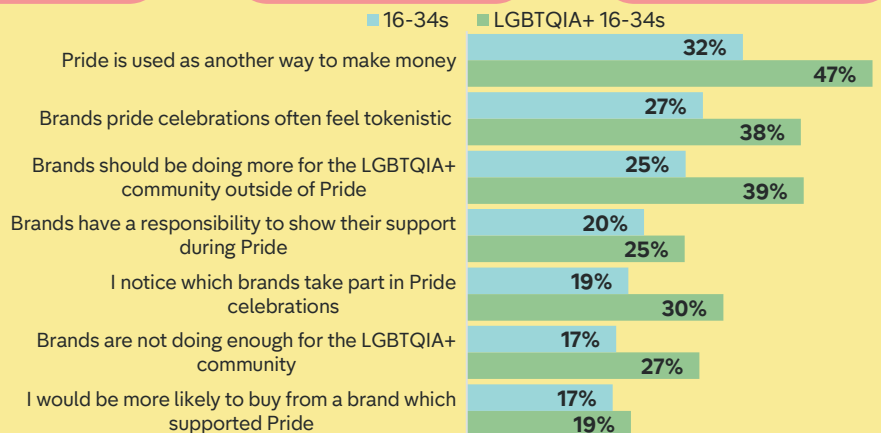
"For a lot of brands their actions feel purely performative. Big brands need to be doing more to help LGBTQIA+ rights all year round" - Bisexual Female, 25-34

"There's a lot of rainbow washing. Having a pride flag for a month does not mean they actually help the community" - Female 25-34

"Put their money where their mouth is and donate to causes" - Female 25-34

"Too much tokenism; not enough being done to make a difference in the community" - Bisexual Female, 25-34

The annual change of logo may be where communications start, but shouldn't end according to research from WPP's Beyond The Rainbow report, 52% of LGBTQ+ people stated that they do like it when brands change their logos to the rainbow flag colours during Pride month. However, there's a clear desire for more year-round support, as 3 out of 4 LGBTQ+ people and half of non-LGBTQ+ people think brands should do more to support LGBTQ+ people outside Pride month.



Which TV channel do you feel is the best fit for brands to partner with for their Pride celebrations?

Over 2 in 5 16-34s think Channel 4 is the ideal partner for brands to work with for Pride celebrations!

