

Getting LGBTQ+ Representation Right in Advertising



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Power of Inclusive Advertising

Reactions to
LGBTQ+ Advertising



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As part of a research series on I&D we have focused these findings on LGBTQ+ representation in advertising

- How are attitudes towards LGBTQ+ evolving?
- Consumers' views on LGBTQ+ in advertising and it's potential impact on brands
- Reactions to LGBTQ+ ads by diverse audiences:
 - Straight X Cis Gender
 - LGBTQ+

Kantar used an integrated approach to test the ads, measuring both explicit and implicit reactions to the advertising



Link, Kantar's creative assessment tool, that measures the ads

- Enjoyment
- Branding
- Active involvement
- Persuasion
- Relevance, etc.

— I&D questions

- The ad presents a modern and progressive view of society
- The ad will have a positive effect on people who have previously been underrepresented in advertising



Facial Coding identifies and understands the subconscious reactions

:) **Affectiva**



Intuitive Associations tell us which associations are most intuitive or **spontaneous**, Is the ad:

- | | |
|--------------------|---------------|
| — Inclusive | — Fake |
| — Diverse | — Unreal |
| — United | — Unrelatable |
| — Fun | — Annoying |



Emotional Priming measures our **implicit affinity** or emotional bias towards “LGBTQ+”

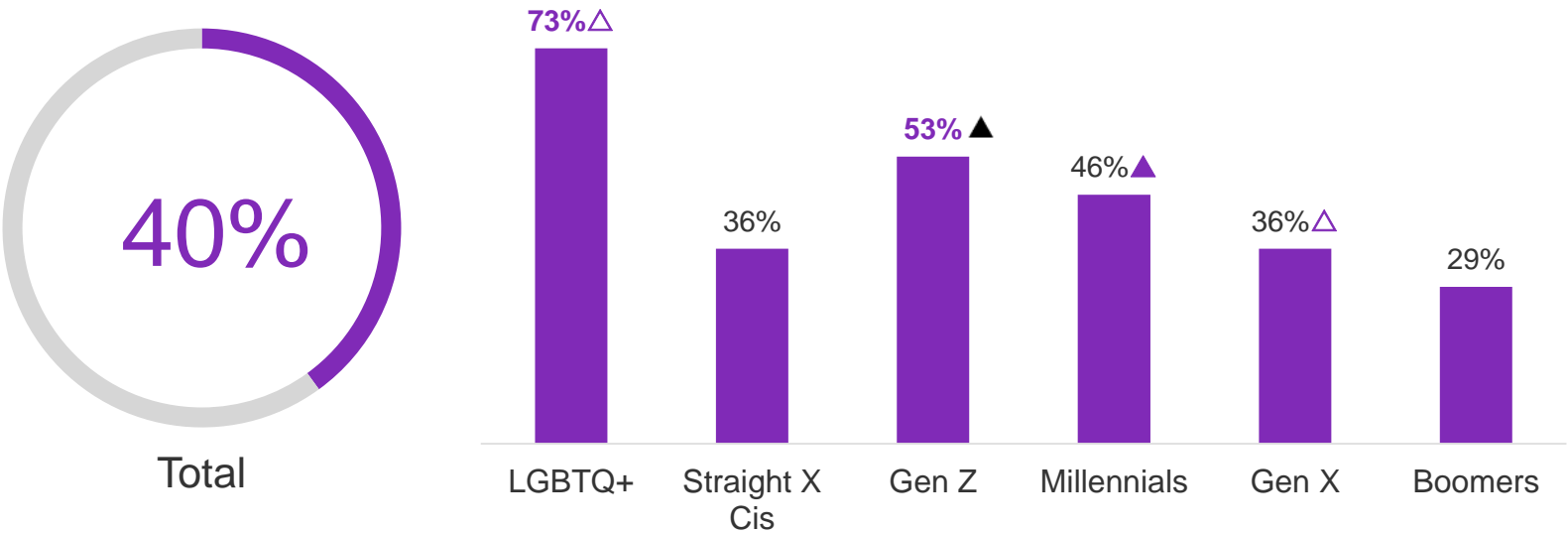
In addition, we also measured **explicit affinity or stated love** to the idea

Majority of the LGBTQ+ and Gen Z & Millennials feels the need for higher representation of LGBTQ+ in advertising.



There needs to be a higher representation of the LGBTQ+ community in advertising

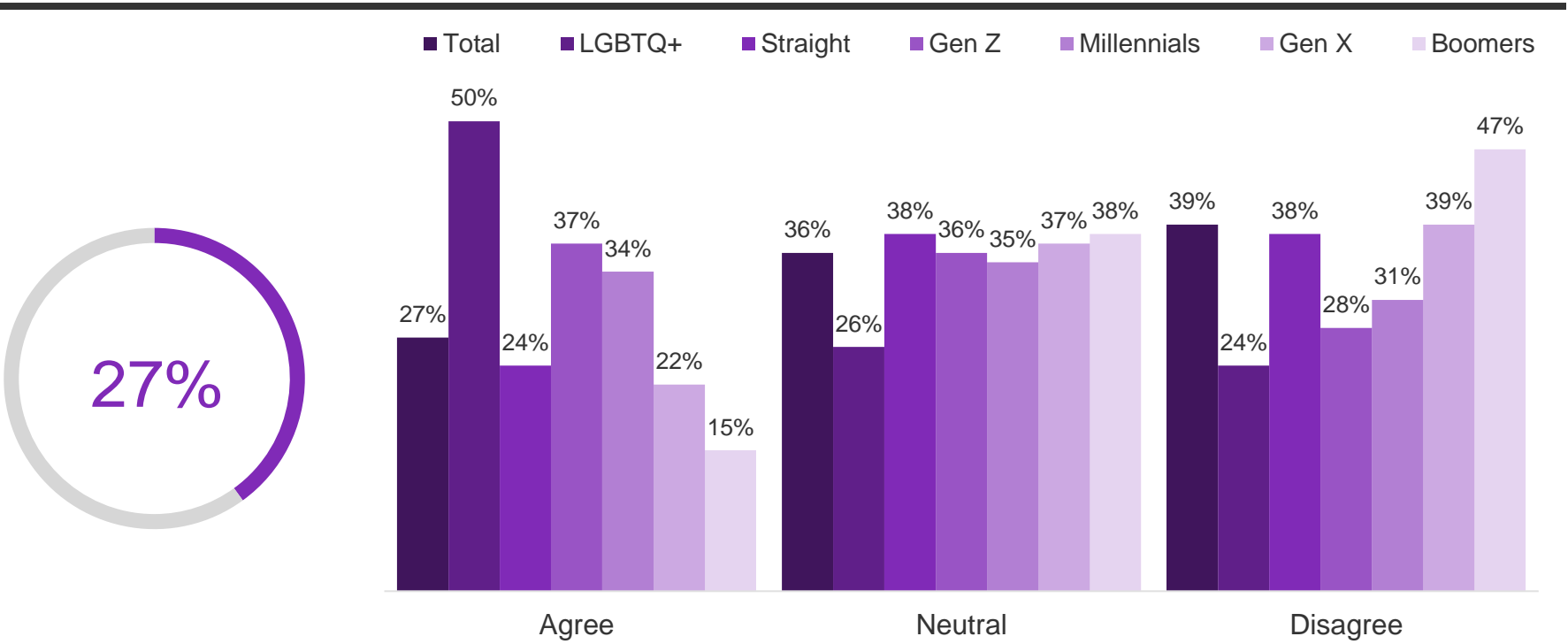
Top 2 Box – Agree



Majority of the LGBTQ+ community and over a third of Gen Z & Millennials would stop using brands that do not support the LGBTQ+ community—being neutral is no longer an option.



I would stop using brands that do not support the LGBTQ+ community



Positive portrayal of underrepresented groups has a direct impact on sales and brand equity



Just showing under-represented groups has **no impact** on an ad's ability to build brand equity or increase short-term sales

Showing underrepresented groups in **a positive way*, meaning in progressive, non-stereotyped ways**, can dramatically accelerate both immediate sales lift and long-term brand equity

Exposure to positive media portrayals increases acceptance of LGBTQ+ people (Garretson 2018)

Inclusive Family



Zola Ad



Zola launched a series of commercials where various configurations of couples wonder what their wedding would have been like if it had been planned through the custom wedding website Zola. One of the ads features a lesbian couple.

The ad was moderately Involving and scored well on showing a progressive view of society and having a positive impact on those underrepresented in advertising among LGBTQ+.



Top 40

Involvement

79%

LGBTQ+

66%

Straight X Cis
Gender

Progressive View & Positive Impact
on Underrepresented

The ad was better liked by the LGBTQ+ community.




Enjoyment by Demography– Mean Score



LGBTQ+ found the ad very engaging—even more so upon repeat views.


They enjoyed the inclusive and comedic aspects of the ad – they engaged with the opening scene showing two women getting married, the funny guests , the vows at the end and the kissing scene.

1



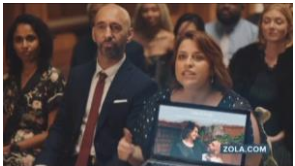
Wonder if our guests would be here on time

2




I Taylor would pick Zola to help host our wedding website

3




Our thing also matched our Zola website, and it was fricking easy

4




5

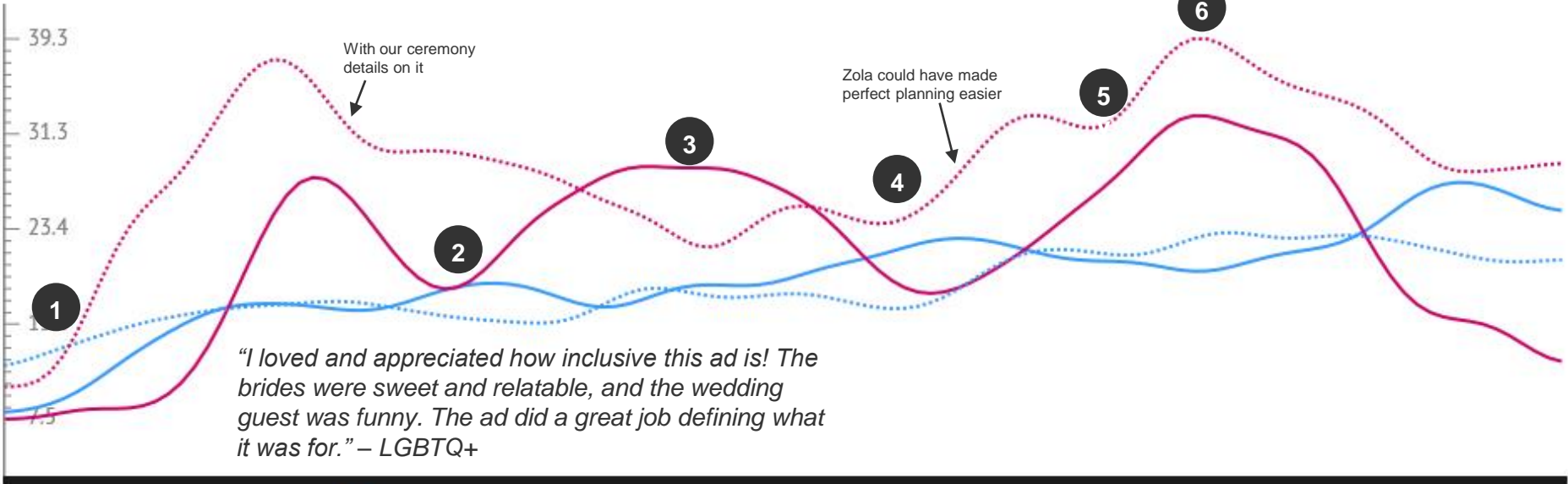


We do

6



Expressiveness Percentile



Exposure 1
Exposure 2

LEGEND

Ad Name: Zola

Exposures: 1 2

Participant Group: All Participants

Straight X Cis

LGBTQ+

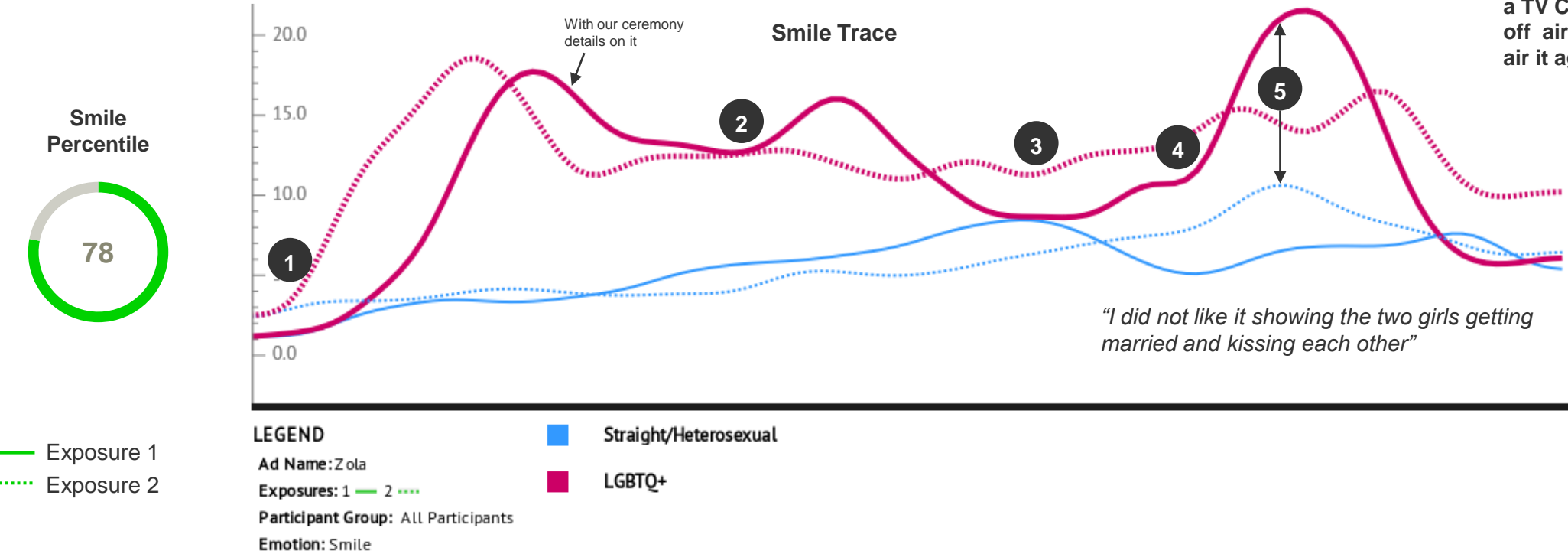
Expressiveness (Emotional Engagement) Trace

LGBTQ+ enjoyed the opening scene, the funny guests and vows the women took with Zola.

The kissing scene was liked by LGBTQ+ but not by Straight X Cisgender who reacted more negatively to showing two women kissing.



This did create controversy with a TV Channel, who first took it off air, later to apologize and air it again after a backlash.



The ad evoked more positive feelings with the LGBTQ+ community...

... but we also see some negative feelings among a few Straight people who found it annoying.



<div>~ 94%</div> <div>LGBTQ+</div>		<div>~ 83%</div> <div>Straight X Cisgender</div>
Beautiful		Beautiful
Heartwarming		Heartwarming
Respectful		
Inspiring		
Inclusive		
		Annoying
		<div>~ 25%</div>

Inclusive Stories



Indeed Ad - Indeed showed its empathy for trans and non-binary employment candidates on the hunt for employment in this Super Bowl ad.



The initiative aligns with Indeed's mission to "help all people get jobs."

The commercial stars actor River Gallo, uses they/them pronouns in real life.



The ad was highly Involvement and scored well on showing a progressive view of society and having a positive impact on those underrepresented in advertising among LGBTQ+ and Straight X Cis Gender community.



Top 25

Involvement

86%

LGBTQ+

72%

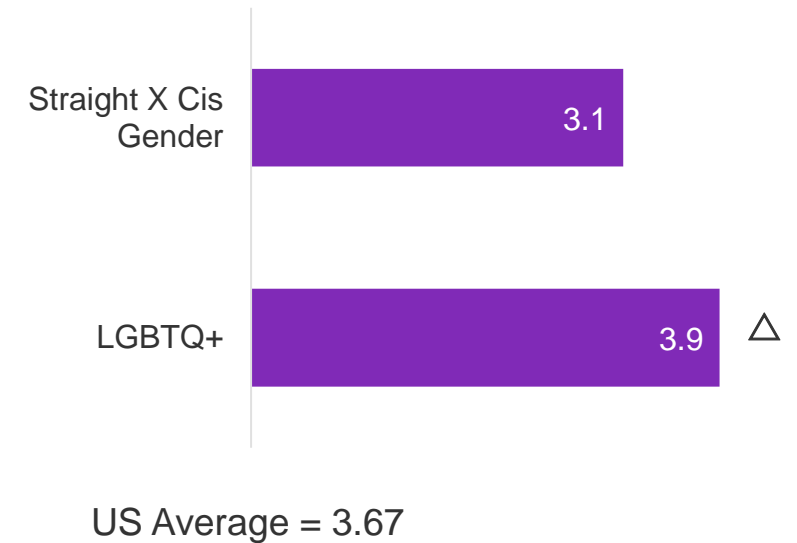
Straight X Cis
Gender

Progressive View & Positive Impact
on Underrepresented

Out of all the ads tested, this was the spot most enjoyed by the LGBTQ+ community.



Enjoyment by Demography– Mean Score

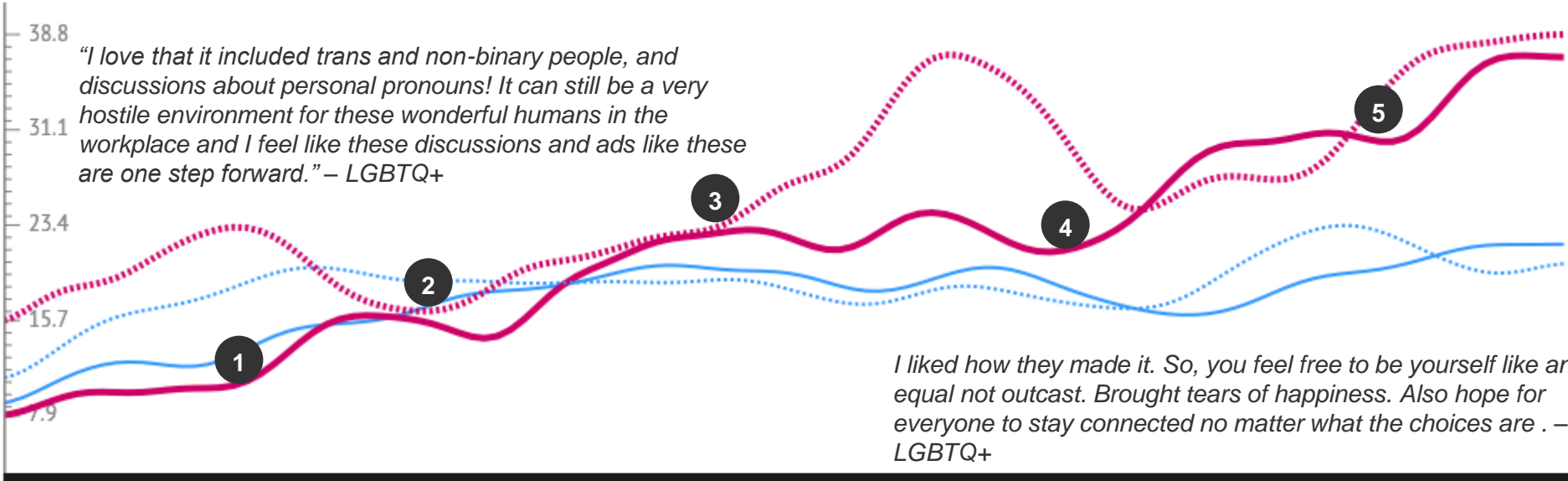


LGBTQ+ found the ad very engaging—even more so when they watched it more.

They enjoyed the job search tips for transgender and nonbinary individuals, as well as Taylor feeling unsure and then happy when the interviewer asks for the pronoun that should be used.



Expressiveness
Percentile



— Exposure 1
- - - Exposure 2

LEGEND

Ad Name: Indeed

Exposures: 1 — 2 - - -

Participant Group: All Participants

■ Straight X Cis

■ LGBTQ+

Expressiveness (Emotional Engagement) Trace

The ad evoked more positive feelings among the LGBTQ+ community and Straight community as well. It was respectful, heartwarming, inspiring and inclusive...

...but we also see some negative feelings among a few Straight people who could not relate to it.



~ 94%		~ 85%	
LGBTQ+		Straight X Cisgender	
Respectful		Respectful	
Beautiful			
Heartwarming		Heartwarming	
Inspiring		Inspiring	
Diverse			
Inclusive		Inclusive	
United			
		Unrelatable	
		Annoying	
		Tiresome	
		Cringy	
		~ 30%	

Takeaways



The essence of our findings.



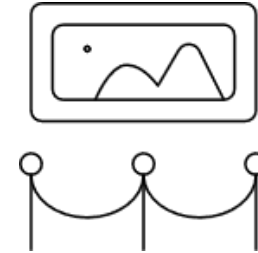
Representation & Portrayal

- Future consumers including Gen-Z want to see more representative and inclusive advertising
- Marketers have a responsibility in better representing LGBTQ+ community
- As we evolve, LGBTQ+ advertising will need to become more nuanced and encompass all groups within the community



Casting

- Leveraging LGBTQ+ Celebrities increases awareness and support but a resonating theme to carry it.
- Casting real LGBTQ+ people for the ads can make the ad more authentic.
- Make sure not to typecast or rely on stereotypes.



Theme

- To see the full potential of LGBTQ+ ads, marketers need to understand community issues and aspirations better to create more impact.
- Humor can work but you need to be careful. Make sure you have a strong understanding of themes.
- Empathy, authenticity, and having the community as part of the creative process is key.
- Connect your creative with concrete examples of how your business is supporting LGBTQ+.