# The Impact of LGBTQ+ Influence on Brand Marketing: Insights from Pride Campaigns



**LGBTQ+ Influence in Advertising: How Pride Impacts Brand Perceptions & Decisions**

In the ever-evolving landscape of marketing, brands are under increasing scrutiny to not only take a stand but to do so with genuine allyship, especially during Pride Month. A new report by brand experience platform DISQO and the LGBTQ+ advocacy group Do the WeRQ highlights how imperative it is for companies to authentically engage with the LGBTQ+ community, not just during June but year-round.

### The Queer Eye for Brands

The annual report, titled "LGBTQ+ Advertising & Brand Experience," sheds light on consumer expectations for brands during Pride. One standout statistic is that 60% of people notice brands participating in Pride, a figure that jumps to 90% among LGBTQ+ audiences. The implication is clear: visibility in Pride campaigns is not just noticed but deeply appreciated.

However, the study goes further. Nearly 80% of LGBTQ+ individuals stated they look more favourably on brands that celebrate Pride. Graham Nolan, Co-Chair of Do the WeRQ, summed it up aptly: "Brands choosing to exclude LGBTQ+ audiences and their allies in reaction to the disproportionately loud ‘anti-woke’ population will miss out. Conversely, those that show up with integrity and impact can have an outsized impact."

### Generations and Cross-Channel Messaging

The influence of Pride marketing is particularly strong among younger generations and social media users. Gen Z and LGBTQ+ audiences, in particular, are significantly more likely to notice Pride marketing on social media, with awareness levels spiking by 22% and 24% respectively. It’s clear that the younger demographic values and expects brands to engage in meaningful ways, predominantly through digital channels.

This layered, cross-channel marketing approach is crucial. "Consumers not only said they are aware of brands’ Pride efforts, but also said they notice content across multiple touchpoints," the report states. Social media (35%) and advertising (33%) are the primary platforms where consumers encounter these messages. Inclusive, integrated messaging is not merely a bonus but a requirement.

### Beyond Rainbow Capitalism

Brands must extend their allyship beyond colourful logos and temporary initiatives. The survey revealed that 35% of consumers view inclusive workplace policies as one of the most important actions brands can take to support the LGBTQ+ community. Another 31% valued participation in LGBTQ+ events outside of Pride Month. Authenticity in creating meaningful changes, rather than surface-level tokenism, emerged as a key theme.

Furthermore, 39% of people reported a positive impact on their perception of brands participating in Pride, compared to only 17% who felt negatively. Notably, 26% of surveyed individuals had purchased a Pride product, a number that skyrockets to 47% within the LGBTQ+ community.

### A Year-Round Commitment to Inclusion

The demand for year-round allyship is clear. Only 23% of consumers doubted the sincerity of brands who celebrate Pride, suggesting a growing belief that companies can and should be committed to LGBTQ+ rights beyond June. Stacy Perrus, Director of Brand Communications at DISQO, emphasized this point, stating, "Inclusive messaging alone no longer cuts it, as more people want brands to show up with integrity in every action."

While last year's marketing controversies have muddied the waters, this year's report highlights that there is less recall of LGBTQ+ content from brands, likely due to a cautious approach by companies. Nonetheless, people were 20 points more likely to believe brands have an impact on LGBTQ+ rights, with a staggering 62 points among LGBTQ+ audiences.

### Moving Forward

The message is unambiguous: brands have a significant influence and a responsibility to engage with the LGBTQ+ community not just during Pride, but every day. As we continue to advocate for genuine representation and allyship, these insights will hopefully encourage brands to commit to more than just performative gestures.

In the ever-watchful eyes of the LGBTQ+ community and its allies, companies must prove their dedication to inclusivity, making it an integral part of their identity. This shift from temporary visibility to sustained advocacy is not just good for business—it's essential for the community.