



Pride 2020

Key Highlights & Implications



Pride 2020 was especially influenced by COVID-19, Black Lives Matter & Trans Rights



01

COVID-19

With lockdown orders still in effect – and large gatherings banned in most places – this prevented any parades and saw big brands pull marketing spend



02

Black Lives Matter

The murder of George Floyd sparked a Black Lives Matter movement across the globe, triggering the realisation of the importance of intersectionality within Pride itself



03

Trans Rights

JK Rowling's conversations around transphobia has brought the discussion of Trans Rights into the public consciousness



01 **Pride was still celebrated
(virtually)**

Pride took their #YouMeUsWe theme online



Challenging everyone to make an act of Allyship, with a goal of 30,000 acts - one for every person who would have marched in the parade.



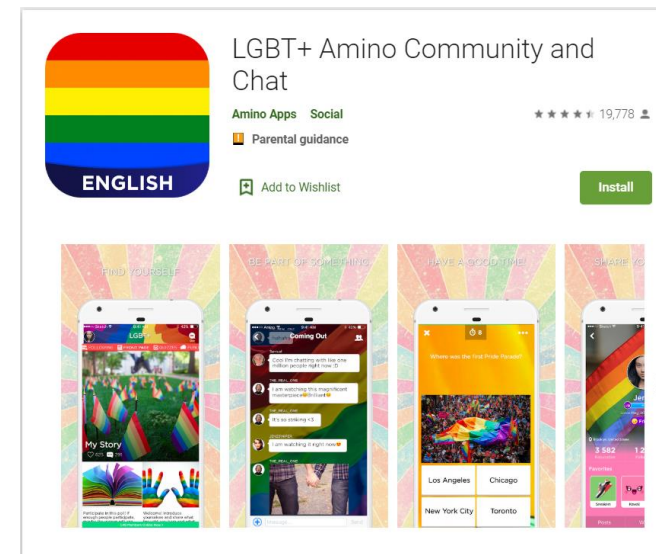
30,000 ACTS OF ALLYSHIP

Historically, the Pride movement has been built on a foundation of standing up for one another, this call-to-action reminds us all of the importance of solidarity

There was a shift to virtual celebrations...



NYX and Google both created virtual platforms and hubs to educate Allies and tell queer stories



Through their digital educational resource platforms, brands are helping people to better understand the LGBTQ+ community, connect to other members of the community, but also how to use correct pronouns and how to be an active advocate within wider society.

Some brands chose to normalise queer voices through representation in their ads



Diesel challenges the lack of representation of the Trans community in Advertising

- The ad tells the story of Francesca, and traces her transition through time as she comes to embrace her true identity and be recognised as a woman.
- However, it gradually becomes clear that, as well as transgender rights, the narrative is about faith and reconciling religious beliefs with gender identity
- This campaign is an incredible stepping stone for education, and for brands to begin to work towards genuine allyship and equal representation in media



DIESEL

Starbucks' portrayal of a trans man takes a step towards increasing the acceptance of the trans community



Their partnership with Mermaid – a UK charity that supports trans children and their families and raised £100K by selling rainbow cookies



Starbucks has long been a supporter the LGBT community, previously most visibly through their stance on same-sex marriage. However, their actions demonstrate that they aren't simply out to profit from Pride, but instead want to give back to stand up for the community

Other brands make actionable decisions to drive revenue for LGBTQ+ charities



As well as launching products in aid of [Outright International](#), Levi's created films and portraiture of [10,000 non-heteronormative people](#)



IKEA has released a rainbow version of its classic blue bag this Pride to raise money for the [Human Rights Campaign Foundation \(HRCF\)](#).





02

**Brands that were previous
supporters chose not to
celebrate...**

In Finance, Pride support was especially less visible without the parades



With fewer opportunities this year to demonstrate their alliance, some brands have disappeared this year during Pride. This suggests to the community that there is a transparency in their actions in donating large sums of money in previous physical Pride parades, rather than a true commitment to equality and diversity.

The Travel industry is usually a big supporter of Pride



Yet this year, it seems it has been a simple act of rainbow-washing their logos



However, due to the commercial impact of COVID-19 around their business revival, it is unsurprising that there has been a marked decrease of activity



03

**Some brands are still
missing the mark**

Adidas, Nike, Puma & Converse rainbow wash their merch



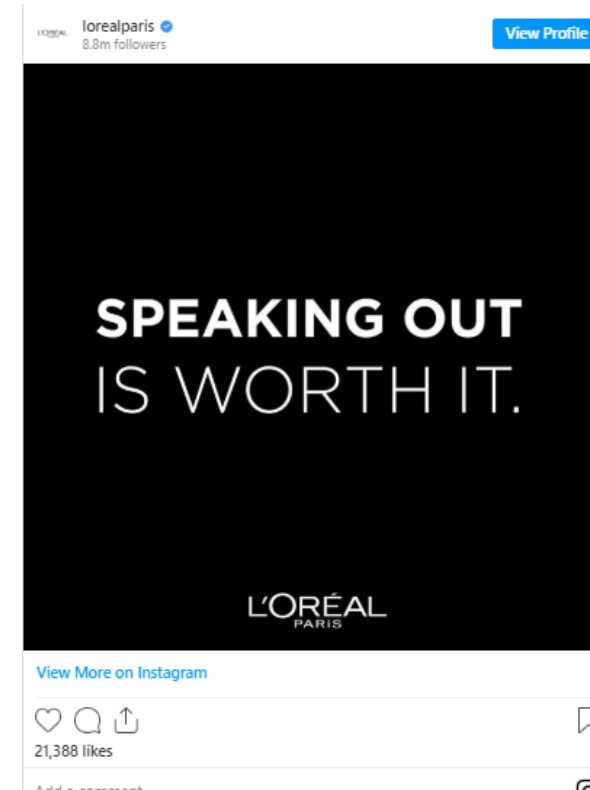
- It is unclear as to whether they actually support LGBTQ+ organisations
- Puma seems to be the only demonstrable brand in the category with 20% of their proceeds going to Cara Delevigne's charity to support LGBTQ causes
- Brands that simply rainbow wash their merchandise show no tangible means of supporting LGBTQ+ rights and causes



L'Oreal partnered with Munroe Bergdorf (again)



In response to Black Lives Matter and growing awareness of the particular violence faced by Black Trans Women



L'Oreal aim to make amends after received backlash from trans model and former brand ambassador Munroe Bergdorf, whose association with the brand was ended for speaking out about the racism. Time will tell whether or not they are showing a true commitment to diversity...

M&S is criticised for 'rebranding' Pride with their Rainbow Sale for the NHS



- M&S repurposed their pride window displays to a 'rainbow' sale during Pride month to donate money towards the NHS with no mention of Pride
- However, this has been criticised as piggy-backing off the current trend of 'rebranding' the pride colours as NHS symbol and capitalising on it.
- The method of spreading hope to medics and the historic symbol of the LGBT+ community has sparked debate about whether this double meaning of the rainbow will negatively impact the LGBT+ community in the future.



Pride during the pandemic has highlighted some important lessons for brands...



True Allyship

True Allyship

The lack of physical parades have allowed for brands to show their Allyship is genuine by supporting Pride in a meaningful and actionable way

Highlighting
Transparency

Highlighting Transparency

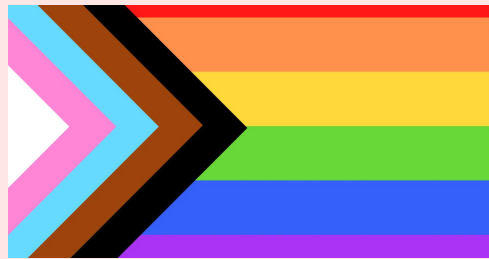
Brands that have disappeared this year during Pride have unfortunately demonstrate the transparency of their actions in previous years

Hopeful
Beginnings

Hopeful Beginnings

There is still inequality to be fought and the best thing that any brand can do is continue the conversation and representation beyond Pride...

Advice for brands looking to be an Ally...



01

Be genuine

Make sure you genuinely believe in the cause you are supporting. It is important to be a champion of the cause that you are affiliating yourself with.



02

Ensure your ongoing support

Be consistent with your advocacy, don't just support a cause during times of high visibility such as Pride. Ensure that your efforts are not just a one-off.



03

Align your values

To be genuine, it is vital that your own company values match those of the cause that you are supporting. If not- make a change!