

GAY MARKETING

- Need or Nice-to-do?
- Discrimination or Diversity?

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www.european-diversity.com
- **Successful Diversity projects completed for organisations such as**
 - Air Products, Allianz, BP, Commerzbank, Deutsche Bank, Deutsche Telekom, Ford, Hewlett-Packard, Kraft Foods, Motorola, Siemens Power Generation, Volkswagen AutoUni, Volkswagen Bank & Non-Profit-clients



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Overview

- Why Gay Marketing?
- Is Gay Marketing already happening?
- Gay Marketing or Diversity Marketing?

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Why Gay Marketing?

- Because differences make a difference.
 - Numerous criteria are relevant for marketing
 - A multitude of factors make each individual unique
 - Age, ethnicity, gender, (dis-)ability, religion, sexual orientation, and many more
- Because the market is there.
 - Myths
 - Realities 
- Because the market wants it.

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Survey Result: Inactivity Due to Lack of Information

General Segmentation Criteria

Information Deficits re. Gay Market

Source: Survey of 40 food companies

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Sexual Orientation Showing Up ...

- ... in everyday life
 - Wedding rings
 - Pictures on desks
 - Monday morning talks
- ... in marketing

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The Gay/Lesbian Market?

■ Myths

- Educated / high disposable income
- Mobile / travelling
- Communicative
- Brand-oriented / hedonist / trend setting
- Sex sells
- Extroverted (gay men)
- Introverted, committed relationships, dogs, camping (lesbians)

■ Realities

- Diversity within the segment
- Variety of consumption patterns
- Deep-level factors impacting consumer behaviour
 - Coming-out experience
 - Consciousness for exclusion
 - Consciousness for discrimination



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What the Market Wants

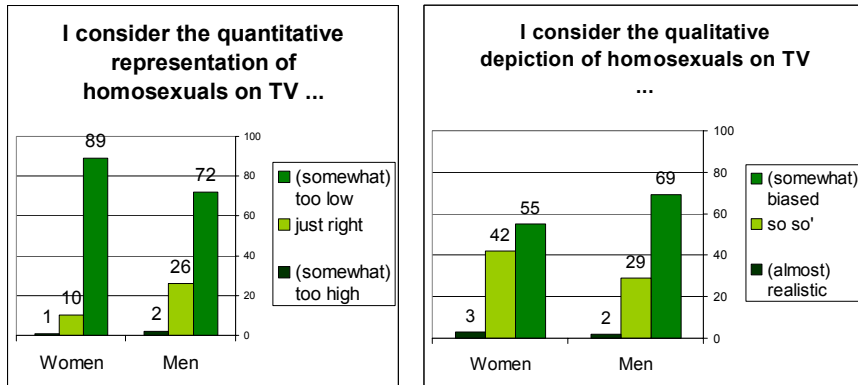
- Be acknowledged
- Individual approach, yet acknowledging the Community
- Part of normality
- Comprehensive approaches (Diversity)
- No exploitation
- Involvement

■ Homosexuality and TV

- Online Survey
- 6,247 participants
- April – June 2003
- 90% male
- 70% 20 – 39 years of age
- 65% A-levels

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Gay/Lesbian Perceptions (Example: TV)



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Gay/lesbian Preferences (Example: TV)



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Is the Gay Market Already Being Covered?

- „We do ...
 - ... Mass marketing
 - ... Brand-oriented marketing
 - ... Open(minded) marketing
 - ... Products for everyone
 - ... What 'people' want
- ... and we are successful this way!”

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The Survey

- Are TV-commercials reflective of societal diversity?
- Empirical study on diversity and stereotypes in advertising
- Material:
 - 1,947 TV-spots
 - 13 hours recording time
 - Period: 22 days, between 6-11 pm
 - Analysis of all channels with more than 1% market share
- Design:
 - Quantitative comparison of commercials and demography
 - Qualitative diversity criteria
 - Gender
 - Age
 - Race / Ethnicity
 - Sexual orientation
 - Household types
 - Various forms and levels of stereotyping considered

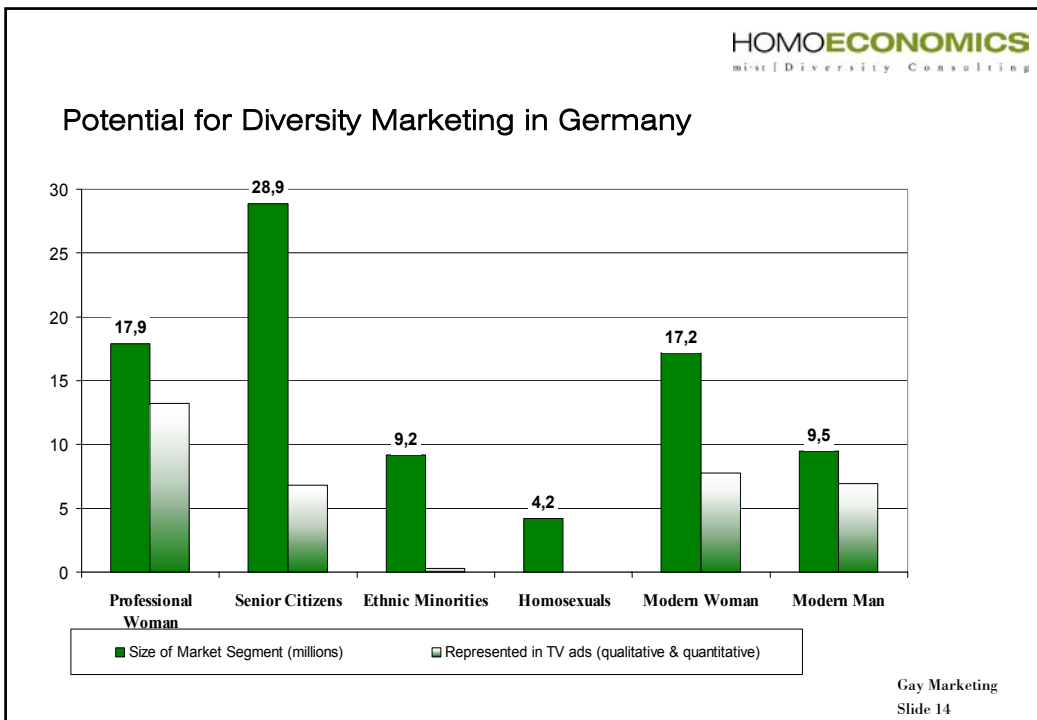
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Some Results

- Age
 - 8% 50+ in commercials, vs. 35% in population
 - Images: weakness, illness, dependency
- Ethnicity
 - 4% non-Germans in commercials, vs. 11% in population
 - Images: German view of exotic / alien foreigners
- Homosexuality
 - One example found in commercials (0.1 %), vs. 7% in population

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The Way Forward: Gay Marketing or Diversity Marketing?

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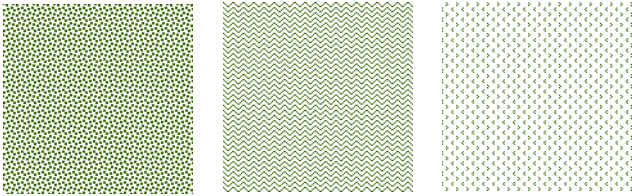
Diversity: Differences - Openmindedness - Inclusion



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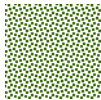
Diversity-Marketing:
„Diversity“ is the message - „p c“ – Inclusion is the value



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Diversity is the Message



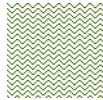
- Utilising Diverse groups of people / individuals
 - „Happynese“ (Unilever/Langnese)
 - „I am loving it“ (McDonalds)
 - HSBC
- Risk of tokenism
 - Benetton

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„P C“

- Conscious use of differences
- Subtle, coded messages
 - „CommUnityCation“ by NetCologne
- Breaking stereotypes
 - „Follow your own star“ Mercedes (DaimlerChrysler)
 - „Successful People“ Audi (Volkswagen)
 - „New Neighbours“ Volkswagen (Volkswagen)

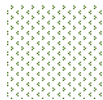


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Value-based

- High-level communication
- Communicating attitudes
- Little reference to people/lifestyles
 - Deutsche Bank (Passion to Perform)
 - UBS (You and Us)
 - Credit Suisse (360° Finance)



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Key Considerations

- Mainstream-Mass-Marketing does not provide sustained potential
- Traditional target group approaches bear significant risks

- Focus on differences bears untapped potential
- Open-mindedness provides contemporary values
- Inclusion is the future-oriented behaviour

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Our Background Fits Diversity

- **Expertise**
 - Multi-disciplinary degree
 - 12 years+ pan-European and EU experience
 - 7 years+ work on minority/Diversity employment issues
 - HR/OD and marketing / communication background
- **Completed projects include**
 - Strategic (re-)alignment / positioning of Diversity
 - Business cases / research (D, EU)
 - Diversity project & strategy development
 - Diversity communication: brochures, Intranet sites, Internet sites, management presentations
 - Events for employees, managers
 - European network management
 - Diversity training
 - Marketing & recruitment
 - Non-profit & public sector Diversity
- **Networking**
 - Media, specialist events, Universities, NGOs
 - European and Global Consulting partner networks

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