GLAAD is known for our annual data on LGBTQ representation in film and television, as well as for measuring levels of overall acceptance towards LGBTQ Americans. However, last year, GLAAD launched its first-of-its-kind research “LGBTQ Inclusion in Advertising & Media” in partnership with Procter & Gamble investigating LGBTQ inclusion in advertising among consumers, revealing how crucial greater representation is to drive greater acceptance and understanding of LGBTQ people and issues.

For the second year GLAAD and P&G have partnered to undertake another landmark study—this year measuring the attitudes and perspectives of the advertisers and agencies, the real key decision-makers in the advertising business, who determine what we consume each day. Just as important as film and TV, advertising is a prevalent and powerful medium, just as responsible, if not more, for LGBTQ representation and acceptance and acceleration. As strategic partners, GLAAD and P&G, the world’s largest advertiser, are publishing the results of this study in order to drive more responsible LGBTQ representation and inclusion across the advertising industry. In our “Advertiser and Agency Perspectives on LGBTQ Inclusion Study,” the data proves inclusion is not only good for business, but that doing so is a force for positive cultural change. After partnering on several advertising campaigns including Pantene’s trans-inclusive “Home for the Holidays” series, as well as working together to bring discussions about the significance of LGBTQ inclusion in advertising to a LGBTQ event held during the World Economic Forum Annual Meeting in Davos, GLAAD and P&G made a commitment—then and now—to continue to challenge the advertising industry to increase LGBTQ representation, to increase diverse and authentic LGBTQ people, issues and scenarios in, around, and within the advertising ecosystem.

To do so, GLAAD and P&G are announcing the creation of the “Visibility Project,” a multi-year campaign grounded in our original research. With compelling data and insights, we challenge the old standards of the advertising industry by welcoming innovative, creative advertisers and leaders of industry to join forces with GLAAD and P&G, working together to make the necessary yet meaningful changes to accelerate acceptance for LGBTQ people through advertising. “The Visibility Project,” will be a coalition of brands and advertisers leaders, stewards of the industry who understand the power of leveraging data, insights, and opportunity in order to be successful. As we work together, you’ll understand better what you should already know—the risk of backlash is low, and the opportunity for business success and positive social impact is great. Exactly what you need to know as you build your brand and your advertising strength!

Fewer than half of study participants feared public backlash for including LGBTQ people in advertising, or making a positive impact through representation.

Advertisers More Significantly Understand the Societal Impact of Using LGBTQ People in Advertising

Important, however, advertisers more significantly understand the societal impact of using LGBTQ people in advertising, with more than half understanding they are making a positive impact through representation.

Advertisers and Agencies are comfortable portraying all LGBTQ people.

FACT: Conversations around LGBTQ inclusion focus on representation of gay and lesbian people. There is significantly less comfort and emphasis on including representation of bisexual people, trans people, and gender non-conforming and non-binary people. It is an organization’s duty to support positive social change.

Represent gender identities

Agree

54%

Disagree

41%

Support LGBTQA People

Agree

54%

Disagree

41%

It is an organization’s duty to support positive social change.

MYTH: Advertisers and Agencies believe their own culture is “very accepting” of LGBTQ people

FACT: Advertisers perceptions of their corporate culture present challenges in considering LGBTQ inclusion in advertising, with only slightly more than a third strongly agreeing that their own culture is inclusive and accepting of other communities. Agencies feel more poised than advertisers, with slightly more than half of agencies strongly agreeing their own culture is inclusive and accepting.

% of Agencies that were involved in a conversation or decision about including the following people or scenarios in their own or clients’ multi-platform video advertising.

<table>
<thead>
<tr>
<th>Gay or Lesbian Person</th>
<th>Non-Binary or Gender-NonConforming Person</th>
<th>Bisexual Person</th>
<th>Transgender Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser (A)</td>
<td>46%</td>
<td>39%</td>
<td>41%</td>
</tr>
<tr>
<td>Agency (B)</td>
<td>57%</td>
<td>40%</td>
<td>31%</td>
</tr>
</tbody>
</table>

MYTH: Corporate Support for LGBTQ Inclusion in advertising is strong

FACT: Despite the high visibility and support in Hollywood as well as the strong emergence of LGBTQ in our younger generation, there is relatively weak corporate support for LGBTQ inclusion in advertising, especially among Advertisers.

Support Among Top Leadership for featuring LGBTQ People and Scenarios in Advertising is NOT Strong

% “Agree Completely” Featuring LGBTQ People and Scenarios is Supported by Top Management

Advertiser (A)

39%

Agency (B)

55% A

% of Agencies that feel it is “very important” to use advertising to:

||
| --- | --- |
| Gay or Lesbian People | 46% |
| Non-Binary or Gender-NonConforming People | 39% |
| Bisexual People | 45% |
| Transgender People | 46% |

MYTH: Advertisers and Agencies believe their own culture is “very accepting” of LGBTQ people

FACT: Advertisers and Agencies believe their own culture is “very accepting” of LGBTQ people

% believe their own culture is “very accepting” of LGBTQ people

Advertiser

36%

Agency

52% A

% of Advertisers and Agencies that feel it is “very important” to use advertising to:

||
| --- | --- |
| Gay or Lesbian People | 46% |
| Non-Binary or Gender-NonConforming People | 54% |
| Bisexual People | 54% |
| Transgender People | 54% |

An inexhaustible execution of LGBTQ people and scenarios would lead to a larger backlash than not featuring them in ads at all.

Advertiser

61%

Agency

39%
“Diversity, inclusion and representation are simply good for business and good for the world.”

SARAH KATE ELLIS
PRESIDENT & CEO, GLAAD

P&G serves consumers around the world with one of the strongest portfolios of trusted, quality, leadership brands, including Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Fairy®, Febreze®, Gain®, Gillette®, Head & Shoulders®, Lenor®, Olay®, Oral-B®, Pampers®, Pantene®, SK-II®, Tide®, Vicks®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide.

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GLAAD rewrites the script for LGBTQ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

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The survey was conducted online.