

# GLOBAL BRAND LAB REPORT

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This month's Brand Lab report embraces the spirit of Pride as we delve into the heart of brand activations, campaigns, and the emerging trends that honour and uplift the LGBTQIA+ community.

We're exploring the stories, the voices, and the powerful messages that resonate across mediums from the world of fashion, arts & culture, social media, finance and much more.

Read on to learn about how brands are not only participating in Pride Month but are actively contributing to the dialogue around diversity, inclusion and equality.

# PRIDE AROUND THE WORLD



## Boost for Thailand's rainbow economy

Thailand's private sector is gearing up for a bumper June as tourists and locals make the most of Pride events. Analysts suggest the Thai rainbow economy is worth nearly £5bn in revenue per year, with retailers planning to make the most of tourists visiting for Pride celebrations. The boost to the economy could be even greater in 2030 when the country hopes to host WorldPride.

## Two-day festival lifts Brighton

Around 500,000 people are expected to celebrate at Brighton Pride, adding £30m to the local economy. Revelers can enjoy a star-studded line-up at this year's two-day festival in Preston Park. The festival could come under legal pressure though, with some locals criticising the scale and noise of the event.

## First wave of artists announced for Bristol Pride 2024

The first wave of artists for Bristol Pride 2024 includes RuPaul's Drag Race stars headlining the Cabaret Stage and DJs at the official afterparty. The festival runs from 29 June to 13 July, with the main Pride Day on 13 July, featuring over 200 artists across five stages.

# GLOBAL EVENTS & ACTIVATIONS

## ‘PINKWASHING’, MOOMIN PRIDE AND LIME’S PRIDE THEMED ELECTRIC VEHICLES



### ‘Pinkwashing’ companies barred from Pride parade

To participate in the 2024 Pride parade in London, companies must now join a year-round LGBTQ+ inclusion programme, “Pride in the City,” aimed at combating pinkwashing. This initiative, organised by Pride in London, includes training on transgender and non-binary inclusion, networking events, and access to LGBTQ+ community groups.



### UK’s first Moomin Pride event set to be held in London

The UK’s first Moomin Pride event, celebrating the queer sensibilities of Tove Jansson’s beloved characters, will take place at The Common Press in London on June 19. The Moomins, created by Jansson who had several queer relationships, symbolise chosen family and defy traditional gender roles. The event will honour Jansson’s LGBTQ+ legacy, offering exclusive Pride tote bags featuring her artwork to attendees.



### Lime spotlights the importance of ‘third spaces’ for LGBTQ+ community

In June, the world’s largest shared electric vehicle company Lime will launch its biggest global Pride campaign across 14 cities – including London. The campaign aims to help the LGBTQ+ community reach their “third spaces”—safe environments for self-expression—using Pride-themed vehicles. Additionally, Lime promotes inclusivity year-round through its LimePride Employee Resource Group and ongoing support for LGBTQ+ causes.

# FASHION & RETAIL

## GUCCI'S PRIDE CAMPAIGN, TARGET PULLS LGBTQ+ MERCHANDISE & JEAN PAUL GAULTIER'S KEITH HARING TRIBUTE

### Gucci's Chime for Change

Gucci's "Chime for Change" initiative will continue to support the LGBTQ+ community with a special Pride campaign. The campaign includes a collection of gender-neutral clothing and accessories, promoting diversity and inclusivity. Gucci has partnered with several organisations to donate proceeds and support LGBTQ+ rights globally.

### Target pulls back on LGBTQ+ merchandise

Following backlash last year, US retailer Target are planning to pull back on Pride products. Certain items in last year's collection sparked debate, which Target claims caused a drop in 2023 Q2 sales. The Minneapolis retailer will continue to support Pride events around the US with localised collections.

### Jean Paul Gaultier's Pride perfume bottles pay tribute to Keith Haring

Jean Paul Gaultier Fragrances is releasing 2024 Pride bottles inspired by Keith Haring's 1989 mural "Once Upon a Time" at The NYC LGBT Community Centre. The bottles, adorned with Haring's artwork and celebrating freedom and acceptance, were unveiled at the centre's fundraising dinner, where the brand received the Corporate Impact Award for supporting the LGBTQIA+ community.



# ARTS & CULTURE

## THE FIRST QUEER ART BIENNIAL, LGBTQIA25+ ART FESTIVAL, ELTON JOHN'S CAMPAIGN TO END LGBTQ+ DISCRIMINATION



### World's first queer art biennial launching in Detroit

Mighty Real/Queer Detroit is launching the world's first queer art biennial from May 31 to June 30, spanning 11 venues and featuring over 800 works by around 170 artists. Titled "I Will Be Your Mirror: Reflections of the Contemporary Queer," the project aims to emphasise art's role in personal visibility and social connection throughout Pride Month.

### LGBTQIA2S+ Art Festival Launches with Bangkok Pride

The inaugural Homohaus Performing Arts Festival for Diversity 2024 launches alongside the expanded Bangkok Pride Festival, featuring LGBTQIA2S+ performing arts across Bangkok until June 9. The festival includes theatre critiques on patriarchal structures, six panel discussions, two workshops, an incubator program, and three stage plays. Highlights are "Hell Hath No Fury Like A Queer Scorned," "Forgive Me For I Have Sinned" and "T-Boy On Grindr," with tickets priced at 700 baht per show.

### Elton John begins campaign to end LGBTQ+ discrimination with exciting opportunity for fans

Elton John is doing his part to support the LGBTQ+ community with a new initiative offering fans an engaging opportunity. The music icon unveiled his "Speak Up Sing Out" campaign in a People Magazine interview on May 29, aiming to initiate a social media movement for Pride Month. The campaign encourages fans to share their versions of "Your Song"'s final verse, acknowledging their personal champions of self-acceptance, in support of The Rocket Fund by the Elton John AIDS Foundation.

# SOCIAL MEDIA TRENDS & CAMPAIGNS

## TIKTOK'S OLYMPICS & EURO 2024 GUIDE, GENERATIVE AI MARKETING ADS & INSTAGRAM TESTS MAKING MEMES INTERACTIVE

### TikTok publishes guide on Olympics and Euro 2024 tie-in campaigns

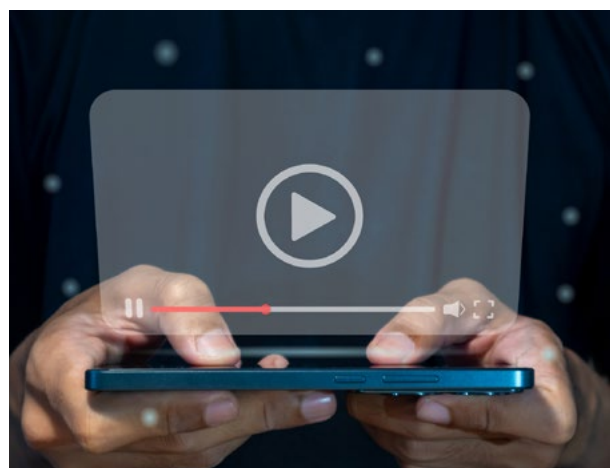
TikTok's new 19-page "Summer of Sports" guide will help marketers prepare their Olympic tie-in campaigns. It offers strategies for brand engagement, community alignment, exploring new niches, case studies, event interest overviews from past Olympics, sports engagement specifics, promotional advice, campaign timelines, and approaches for connecting with sports audiences.

### TikTok will now let companies create social media campaigns using generative AI

TikTok is now featuring updates to its marketing tools to enhance ad efficiency on the platform and AI takes centre stage. The new AI-powered ad suite, TikTok Symphony, offers up all the usual benefits of generative AI, including tools for script writing and video production. Alongside Symphony, TikTok is using machine learning to automate the pairing of brands with the right creative assets and audiences based on things like budgets and desired outcomes.

### Instagram tests making trending memes more interactive

Instagram is enhancing Reels with a new Memes option, letting users add animated meme elements to their clips. This aims to boost engagement by simplifying meme creation and encouraging original content. The feature offers trending templates, aligning with Instagram's strategy to foster participatory content like TikTok's Duets. With original content posting declining, this move seeks to prompt more user-generated content and support long-term engagement.



# LGBTQIA+ INFLUENCERS & KOLS

## ONES TO WATCH



**50K Instagram followers**  
**230K TikTok followers**

This account is run by a couple, Remi and Erris, who are based across London and LA. They share lifestyle and relationship-related content along with the best queer spots across both cities.



**198K Instagram followers**  
**2M TikTok followers**

Jamie is a tattoo artist who gained popularity from his skits on TikTok about his work. His Instagram has grown to incorporate more lifestyle, fashion and branded content.



**90K Instagram followers**  
**2.2K TikTok followers**

Enam is a queer plus size model and advocate. Her page is a mix of fashion and lifestyle content with an eye-catching colourful style.



# DESTINATION SPOTLIGHT

## SÃO PAULO, BRAZIL



The Sao Paulo Gay Pride is the largest Pride event in the world. It is a five-day event running from 29 May to 2 June.

Every year São Paulo Gay Pride comprises an incredible Pride parade which travels down the Avenida Paulista, and usually takes place on the Sunday after the Corpus Christi holiday. While the first Pride gathering took place in 1997, the first São Paulo Gay Pride that was officially organised by APOGLBT.

Over the five days there are a series of events from a pool party, live music, GuapoFiesta for a 12 hour marathon party and many more. The parade starts at 12pm on the 2nd June and the route takes the participants along Rua da Consolacao to Praça Roosevelt, where the event eventually ends. The focal point of the parade is the 25 themed floats called Trio Eletricos.



# PRIDE MONTH



Online conversation and reports around Pride highlight the strong unity within the LGBTQ+ community, who leverage the Month to launch campaigns aimed at raising awareness and to support all its members.

However, there has been some backlash from the general public and conservative users, who are attempting to boycott brands, institutions, and organisations that support the cause. They are using violent posts and actions or arguing that exposing children to Pride material is inappropriate.

Total of **953K online mentions** around Pride Month in the UK over last two years, peaking in June

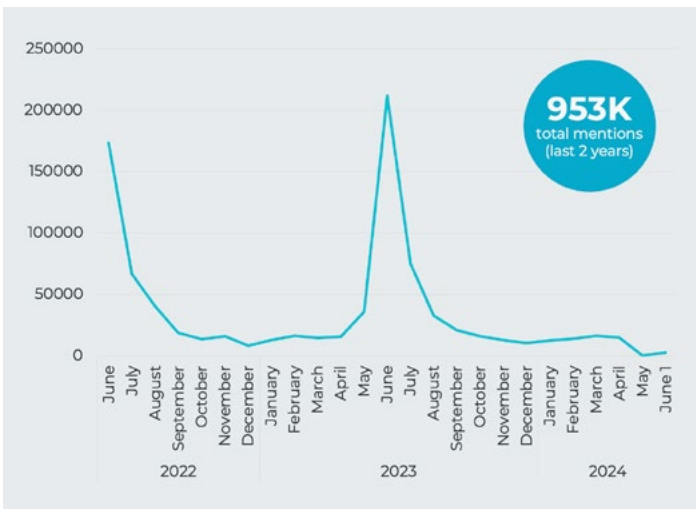
Most asked questions based on average search volume by UK general public show curiosity about the origin and continuity of Pride - When is Pride Month 2024?, When was Pride Month created?

75% of Britons believe that brands engage with Pride Month mostly for profit

# PRIDE: DIGITAL LISTENING

UK online mentions of Pride Month tend to peak in June, with the focus being on the wide Pride community

UK online mentions about the Pride Month



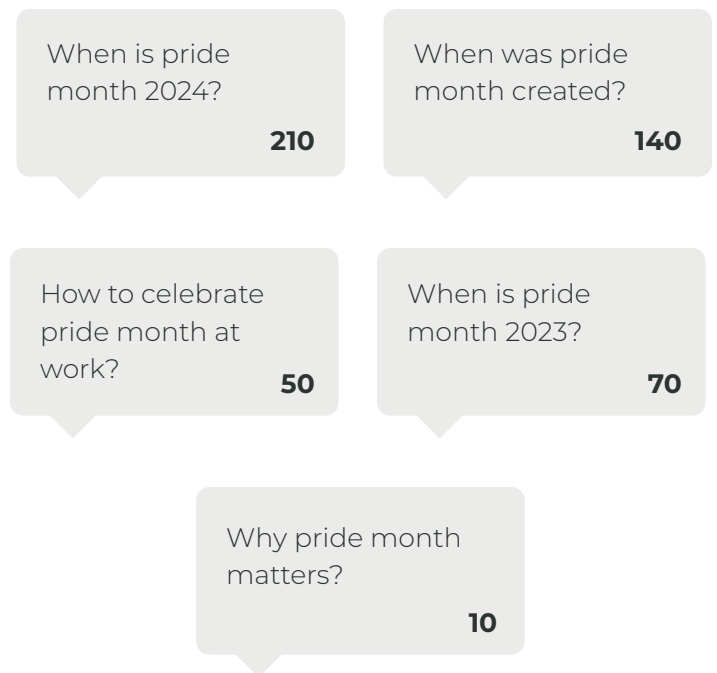
Top keywords & hashtags



From Google search to TikTok, people show interest in knowing more about Pride, and express excitement about the upcoming Pride



Most asked questions based on average search volume



Source: Mapper360®

# PRIDE: BRANDS

Pride Month is seen by some brands as an opportunity to boost profits, with some genuinely supporting the cause and others focusing mainly on the financial gain

“As soon as the clock strikes June, brands give themselves a rainbow makeover” - statistics show that Pride Month is highly profitable for brands, though Britons often question the genuineness of their commitment. Additionally, brands like Target, Bud Light, and Innocent Drinks have faced conservative boycotts, prompting them to delete tweets and remove Pride Month merchandise.

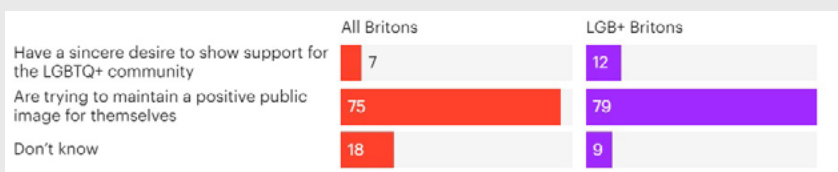
Despite **Target, Bud Light and Innocent Drinks** taking down tweets, merchandising and ‘apologising’ for their actions, the stats show that most people appreciate and value LGBTQ+ people being featured in advertising.

According to GLAAD’s Accelerating Acceptance survey, 75 per cent of straight people feel comfortable seeing LGBTQ+ in advertising. Along with that data point, 60 per cent of non-LGBTQ+ agree that seeing queer people in ads makes them more comfortable with people who are different from themselves.

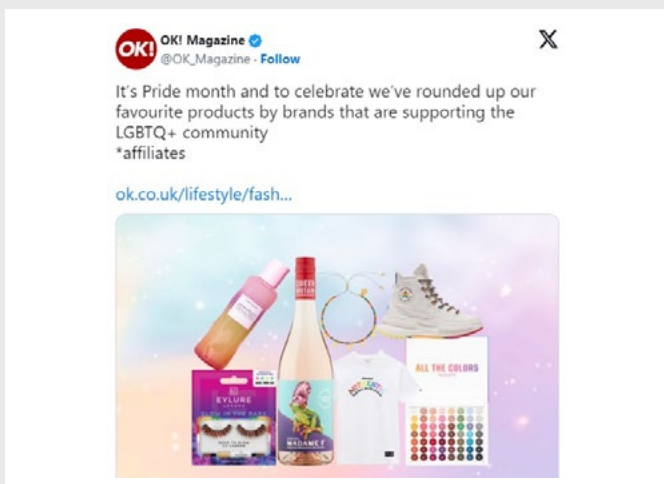
Source: ThePinkNews

Brands interest in Pride Month according to 5,988 Britons representative of the general population, including 480 LGB+ Britons.

“Do you think brands focusing activity on Pride Month are doing so more because they...?”



**75% of Britons say brands are engaging with Pride Month more for the PR than out of sincerity**



Much of the market is directed towards entertainment. In Britain, Bass discovered that the average gay spends £10 in a bar which is twice the national average.

Hence its decision to invest \$4.5m in the scene. Bass is on the record as saying "we are optimistic this sector will continue to grow."

In Soho, the old sex shops around Wardour Street and Brewer street were cleaned up years ago.

Now the area has been taken over by trendy shops selling distressingly small underwear and useless nick-nacks. All with a rainbow twist.

Boyz Magazine estimates that 80% of its readers go to a pub or club at least once a week. So the venues have changed. Gone are the blacked out windows to protect the identity of those within.

Source: YouGov & reports shared in news articles by the BBC

# PRIDE: COMMUNITY

## Campaigns and activism



To welcome Pride Month, we're celebrating the history-making impact of our queer community with our first-ever LGBTQ+ TikTok Visionary Voices List, recognizing 15 LGBTQIA+ creators and small business owners who are using TikTok to educate, entertain, and advocate for the LGBTQIA+ community. This year's Pride Month honorees are recognized across three categories — Creators, Small Owned Businesses, and Industry Disruptors. Read more about our Pride Visionary Voices below:

**Rainbow Migration**  
@rainbowmigrants · Follow

Today marks the start of #RefugeeWeek23! ❤️

From making a donation, to joining our #NoPrideInDetention campaign, read our blog below to see how you can support #LGBTQ people seeking asylum during #PrideMonth #Pride2023 and #RefugeeWeek2023



pride month is next month. while we celebrate our sexualities and who we are thousands of palestinian's will be killed everyday. please do not forget about the queer palestinian's. please dont let the genocide divide us. we are one. queer palestinian's exist too!



**Pride in London**  
@PrideInLondon · Follow

Knock Knock it's Pride o'clock. Tonight we're unveiling our #NeverMarchAlone campaign at the iconic Langham Hotel.

We are inviting media and partners to celebrate the power, beauty and resilience of trans allyship and our community.

#PrideMonth #PrideInLondon

**Rainbow Migration**  
@rainbowmigrants · Follow

This #PrideMonth show your support for #LGBTQ people seeking safety in the UK.

From making a donation, to joining our #NoPrideInDetention campaign, read what you can do @ [rb.gy/v1gx7](http://rb.gy/v1gx7)

**Regent Street**  
@RegentStreetW1 · Follow

Have you spotted our new flags flying proudly above Regent Street? 🏳️🌈 Learn about the intersex-inclusive Pride flag from it's designer Valentino Vecchietti here: [bit.ly/3oXIVNN](http://bit.ly/3oXIVNN)



## Pride community

🏳️🌈 HAPPY BRIGHTON PRIDE 🏳️🌈

The perfect opportunity to remind anyone who needs to know that you have an ally in me, always. We started celebrations early with a Pride silent disco - so much fun!

Have a fantastic day if you're celebrating ❤️

#dadlife #BookTwitter #brightonpride



Pride had an anger I haven't felt for decades. There is a determination to fight back against this govt and all who promote these culture wars. #TransRightsAreHumanRights #pride Together. Only together.



After just 2 days of #PrideMonth #PrideMonth2023, many #LGBTQ+ & LGBTQ+ -supportive folk may already have suffered a bit of a battering on social media. Sadly, it's part of life's poor tapestry. But take comfort from this meme, which is as simple as it is spot-on. #LevelsLove 🏳️🌈

**if someone's  
sexuality  
disturbs you,  
the problem  
definitely is not  
them.**

How many brands have now deleted their pride posts because of a torrent of hatred and abuse? We knew this Pride month would be horrific but this is awful. I didn't expect these "allies" to be so weak and easy to bend to the hate

It's #PrideMonth. Some brands will post #LGBTQIA supportive content, then be bullied into deleting them by obsessed bigots. It is then that they get a taste of what the LGBT+ community endures EVERY single day & why allies voices are even more vital. Lives really do depend on it.

# PRIDE: BACKLASH

Negative sentiment towards Pride Month is being driven by online 'trolls' or parents who don't want their children exposed to LGBTQ+ material

Online haters use explicit posts to show their opposing feelings towards Pride and its community

Users who are primarily parents express disappointment about children being exposed to Pride material from an early age

Some view the use of Pride flags in common places, like hospitals, and counselling rooms, or worn by political parties like a threat

## 'More protest than carnival': politics looms larger than usual at London Pride

"The core reason for the backlash is pretty simple: children," Andrew Sullivan explains. "The attempt to indoctrinate children in gender ideology and to trans them on the verge of puberty has changed the debate. Start indoctrinating and transing children... and you will re-energize one of the oldest homophobic tropes there is: 'gays are child molesters.'"

Does the NHS really need this???

Jaw-dropping intersex-inclusive Pride flag mural

The Princess Royal University Hospital in Farnborough, unveiled the mural yesterday...

A waste of money???



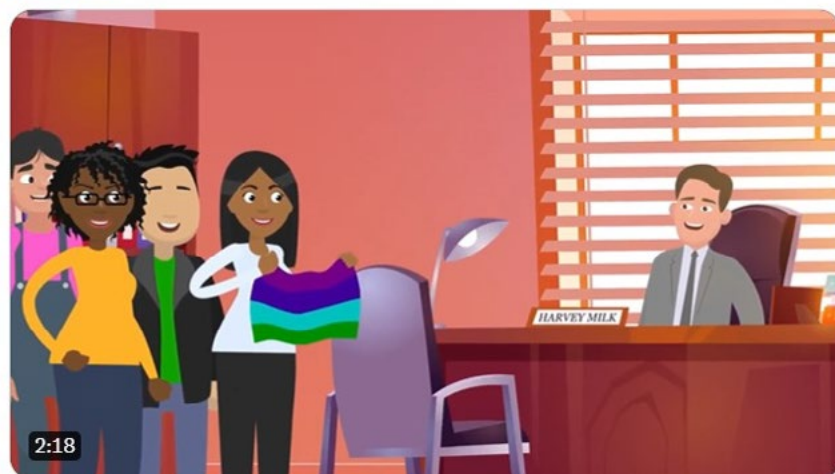
Why is the trans pride flag still hanging in the window of the Childline Counselling Room?!

This should be a neutral, explorative, therapeutic space, free from ideology.

The fact that the @NSPCC display this symbol where counselling of children takes place is deeply worrying.



So my son (4th grade) brought this to my attention today after school. If any of your kids have access to the series "Colossal Questions" in class (it's on @YouTube Kids) be aware there is a "Why is The Pride Flag a Rainbow?" video on the channel with a lot of unnecessary information that 1.) doesn't belong in schools and 2.) raises more "colossal questions" for young minds than it answers, especially if they haven't heard terms like "LGBTQ" "trans" or "queer" before. The video also highlights "gay icon" Harvey Milk, a dude who had a relationship with a 16 year old boy when he was 33. The video looks to be produced by @peacock's kids brand. Here is the direct link: [youtu.be/GuPh-yiDWxg](https://youtu.be/GuPh-yiDWxg)  
Traduci post





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