

KANTAR

NEEDSCOPE®

NeedScope
celebrates Pride



Foreword:

We established Pride @ Kantar to create a safe space and serve as a beacon for our LGBTQ+ employees around the world, and wanted to celebrate Pride by leveraging the rich tools we have on hand as part of Kantar.

We're excited to utilise our NeedScope framework to show the diverse ways that Pride can be expressed and how brands have found authentic ways to contribute to the movement. We hope you find it inspiring!

PRIDE @ KANTAR

Diversity is a gift, everyone is different



Diversity recognises individual differences whether that be colour, origin, religion, age, socio-economic status, physical abilities, sexual orientation, political or other ideologies.

While diversity is often celebrated, being different and not conforming to established social norms can also lead to prejudicial attacks and discrimination.

The much heard mantra is now part of political and marketing narratives:

- Governments and legislation making headway with reforms

- Marketers and media fully engaged with the issue

But it is our collective responsibility to recognise individual differences and embrace diversity.



“We are all different, which is great because we are all unique. Without diversity life would be very boring.”
– Catherine Pulsifer

Stepping out of socially defined gender norms



What are gender stereotypes?

Preconceived ideas whereby females and males are arbitrarily assigned characteristics and roles determined and limited by their gender.

- European Institute of gender equality



Challenging gender stereotypes is a key part of the diversity movement. Gender stereotypes are so ingrained in society, the concept is internalised from childhood:

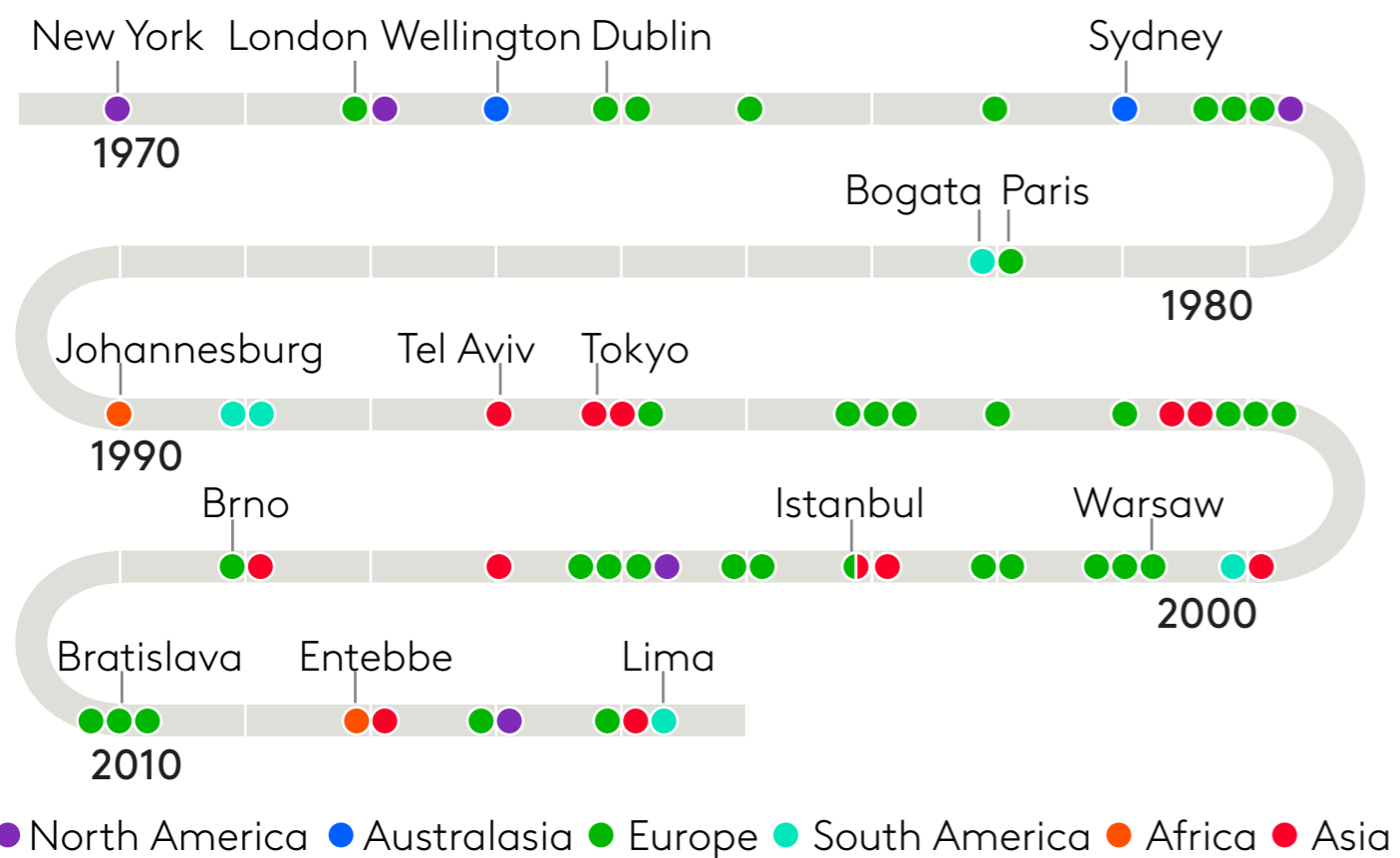
- Every culture has expectations of the gender role
- Sets boundaries on physical appearance, occupation, behaviour in the home and at a workplace

Breaking out of these established norms in society can be challenging.

The fight for gender equality and gender diversity has existed throughout history and across cultures.

The start of a movement that would change the world

Pride events around the world



The Stonewall uprising in 1969, was the most significant event leading to modern Pride movement.

The courage to speak out resulted in systemic discrimination – harassment, prejudice and abuse, that continues even today.

Public demonstrations and events marking the uprising became the start of the Pride Movement.

Pride events are now a celebration, a parade, a festival – a day to recognise diversity.

Pride events around the world increased visibility, acceptance and legal protection for the community.





“It takes some intelligence and insight to figure out you’re gay and then a tremendous amount of balls to live it and live it proudly.”
–Jason Bateman

Not shame, but pride in who we are



Gender diversity recognises that a person can identify beyond the binary framework of male, female, or not have a gender expression at all.

The concept of Pride affirms that we are who we are, different but not ashamed.

It recognises that gay, lesbian, bisexual and transgender communities should be proud of their sexual orientation and

gender identity. It takes courage for these communities to stand up and believe in themselves. Pride acknowledges this and unifies the gay, lesbian, bisexual and transgender communities as a whole.

“Stop trying to define who
you are and just be”
– Cara Delevingne



At the heart of the
PRIDE MOVEMENT
is a sense of
COURAGE, RESILIENCE AND
SELF AFFIRMATION
to believe in themselves,
be themselves,
be strong
in the face of adversity

A universal framework to understand human emotion

It is clear that rich emotions underpin the Pride movement. How can we make better sense of these dynamics? NeedScope can help.

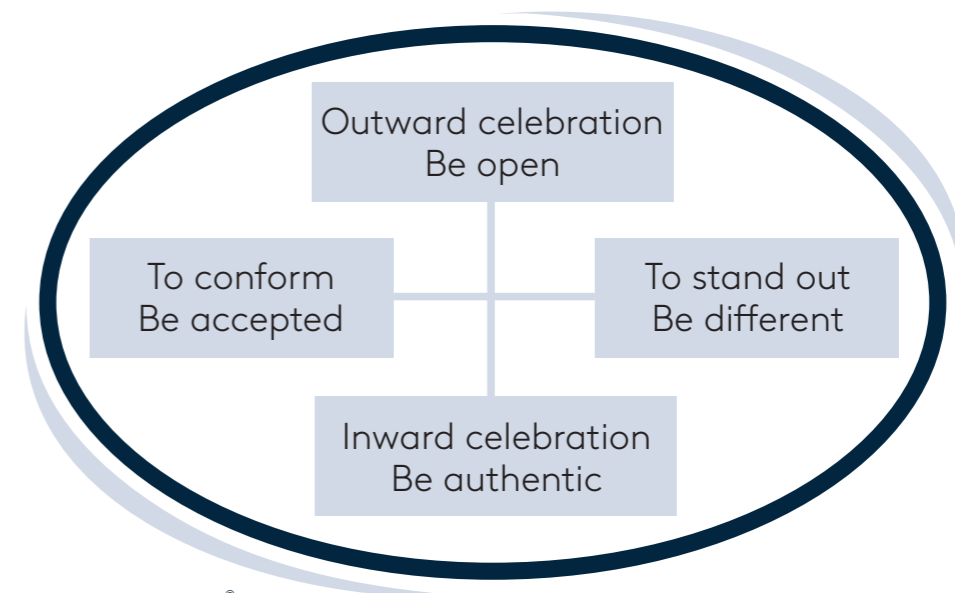
The NeedScope psychological model summarises human emotions. It is based on key emotive dimensions that exist universally and underlie all human behaviour.

Within the NeedScope framework there are core archetypal needstates. These

are instinctual and shared by us all, irrespective of culture.

They are the emotive needs that drive our behaviour and choices.

Courage in the face of adversity can be defined by these underlying dynamics.

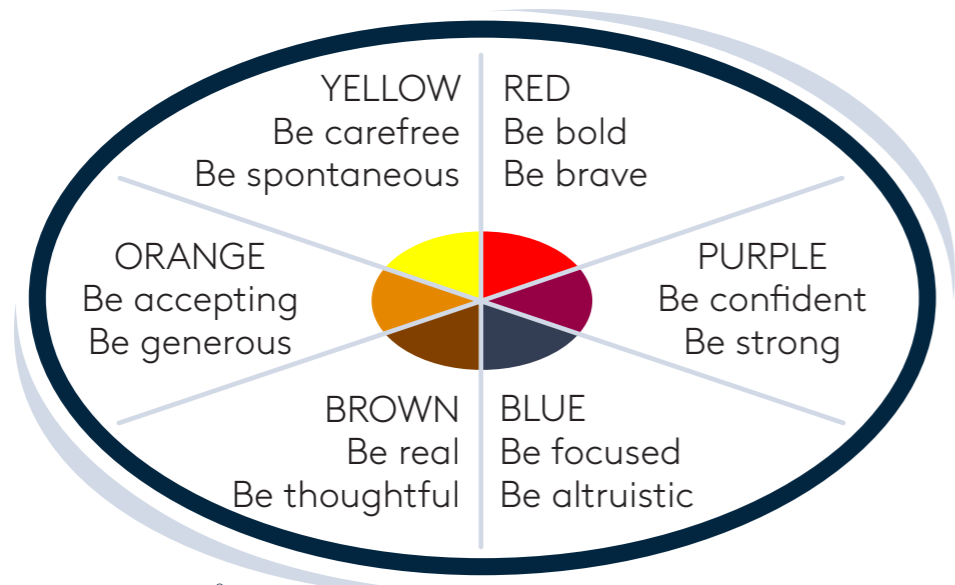


NEEDSCOPE®



Expressions of courage and resilience

These dynamics are expressed in a range of courageous strategies.



NEEDSCOPE®

Colours are a key part of the NeedScope model, they are fundamental and archetypal

- RED is the colour of fire and blood, life's primal forces. RED is associated with energy, war, danger, strength, passion and desire
- PURPLE is special, rarely seen in nature, and difficult to create. PURPLE has always signified nobility and power, the colour of royalty, luxury and privilege
- BLUE is the colour of the ocean. Cool and entrancing, with hidden depths. This colour symbolises strength, serenity, loyalty and authority
- YELLOW is the colour of the sun, bright and uplifting. It symbolises hope, fun and optimism like sunshine on a spring day
- ORANGE combines the energy of yellow with the stability of brown. It glows like the harvest sunshine, symbolising genuine warmth and happiness
- BROWN is the colour of earth, wood and stone. Natural, solid and real. It symbolises stability, support, comfort and wholesome nature

Brands aligning with a cause

Over the years marketers have aligned themselves with the LGBTQ community showing acceptance and support, with donations and partnerships to organisations advocating their rights.



MAC Cosmetics



Dr Martens



Absolut Vodka



Thomas Keller's Bouchon Bakery

Banana Republic



But is it enough to just choose a brand that adds a rainbow to their brand?





Brands need to be authentic, stay true to emotion

The opportunity for brands is to tap into the deep emotion we see underpinning the Pride movement. But most importantly to connect in ways that naturally fit with the emotion in a brand's positioning.

The LGBTQ community is looking at brands and how they connect. So what should brands do?

— Be authentic

— Do not be seen to be cashing in on marginalised communities during a particular time because it is the politically correct thing to do

— Do not pay lip service to the cause

— Do not show superficial support

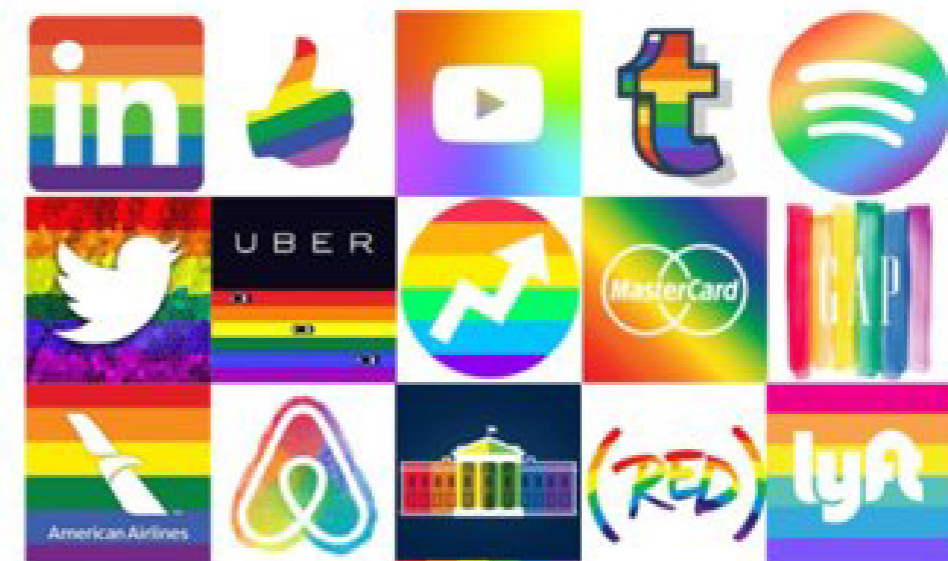
Connect in ways that naturally fit with your brand's emotive territory.

'Rainbow washing' in the month of June is not true support. 2 in 5 companies with Pride campaigns are donating no proceeds to LGBTQ causes in 2019, according to research by Reboot Online.



Fran Tirado @fransquishco · Jun 2, 2019

Good morning! Happy June to all brands launching a Pride campaign!! A reminder: you are about to capitalize on our identities/marginalization for corporate gain !!! It is therefore worth giving a second thought to your limited edition rainbow product !! Here, let me help!!! ❤️





BOLD

BE BOLD

Being **BOLD** to stand up for change,
FEARLESS and **BRAVE** in pursuing freedom
and **FORCEFUL** in claiming the
right to be who they are

HEROIC in their efforts to speak their mind,
DARING to take a stand
for what they believe in

They are **TENACIOUS** and **GUTSY**
as they strip themselves of the
shackles that hold them back
and step out with
VALOUR and **STAUNCH** resolution

BE BOLD

"Burst down those closet doors once and for all,
and stand up, and start to fight"
– Harvey Milk, American Politician



Margaret Cho
Comedian, actress



Halsey
Singer, songwriter



Billy Porter
Actor, performer

RED



Apple employees and their families join in a parade to celebrate the company's unwavering commitment to equality and diversity, fostering leadership through the slogan 'inclusion inspires innovation'.



IKEA took a strong stand in 1994 being the first to include a gay couple in its ads, a pivotal moment in history. They defended the move despite the backlash.

BE BOLD



Levi's has advocated for LGBTQ+ rights for nearly 30 years, fighting for equality. Their 'Use Your Voice' campaign has been encouraging self-expression and the courage to speak out.

PURPLE



BE CONFIDENT

Being STRONG as they LEAD the way,
making SIGNIFICANT impact as they
break down barriers and
SHOW the world who they are

ADMIRABLE in the strides taken
to effect change, INFLUENCING others
to step into the limelight with them

They feel CONFIDENT and SELF-ASSURED
as leaders CONVINCINGLY drawing
on their inner strength to
IMPRESS and PERSUADE

BE CONFIDENT

"Never be bullied into silence. Never allow yourself to be made a victim. Accept no one's definition of your life; define yourself"

– Harvey Fierstein, American Actor



Justin Vivian Bond
Singer, songwriter,
performance artist



RuPaul
Drag Queen, actor,
TV personality

Laverne Cox
Actor, activist





Pantene collaborated with The Dresscode Project to change how transgender people experience a visit to a hair salon



#PROUDINMYCALVINS by Calvin Klein involves LGBTQ+ celebrities, such as Pablllo Vittar, encouraging the sense of pride in identity and uniqueness

BE CONFIDENT



Equinox is paying tribute to the house ballroom community with every social media post the company will donate to House Lives Matter, which provides mentoring opportunities in the house ball community

BE
FO
CUS
ED



BE FOCUSED

Being INFORMED and CONSCIENTIOUS as they face the realities of the world, making KNOWLEDGEABLE decisions and THINKING through consequences

CONSIDERED and DELIBERATE in their attempts to effect change

They feel PURPOSEFUL and ASTUTE as influencers, CAUTIOUSLY weighing the pros and cons as they PRUDENTLY step into a new life

BE FOCUSED

“Being gay isn’t something you choose, but you do face choices about whether and how to discuss it”
– Pete Buttigieg, American Politician



Cynthia Nixon
Actor, activist



Rachel Maddow
TV host

Anderson Cooper
Broadcast journalist







In Denmark, Gender Free Internet Copenhagen Pride respects individuality by doing away with discrimination of gender boxes

BE FOCUSED

LGBT & Ally Networks at Credit Suisse




4,800
allies



+60%
in 2018

Source: LGBT & Ally Networks



Proud to be an
LGBT Ally

LGBT Open Network

Lesbian, Gay, Bisexual and Transgender

csintra.net/ally



Credit Suisse developed the first Equality Index, enabling tracking and measurement of companies and their LGBTQ+ policies. Credit Suisse partner with and sponsor several LGBTQ+ organisations and have built this into the core values of the Credit Suisse workplace with the Credit Suisse Ally Program


A culture of inclusion and belonging

Leading with our values and beliefs to ensure that every
IBMer can bring their full selves to work.

Watch video (03:47)

Follow us



IBM has built a reputation as a workplace that prioritises inclusion and leverages this skillset to influence policies alongside the Human Rights Campaign

BROWN



Be Real

Being KIND and UNDERSTANDING the choices that need to be made, recognising that the challenges are REAL and PERSONAL every step of the way

MODEST in their efforts to SIMPLY get on with a life they yearn for

They are CARING and COMPASSIONATE as they HUMBLY deal with the everyday moments, NURTURING their souls and others around them

Be Real

"I've been embraced by a new community. That's what happens when you're finally honest about who you are; you find others like you"
- Chaz Bono, American Writer

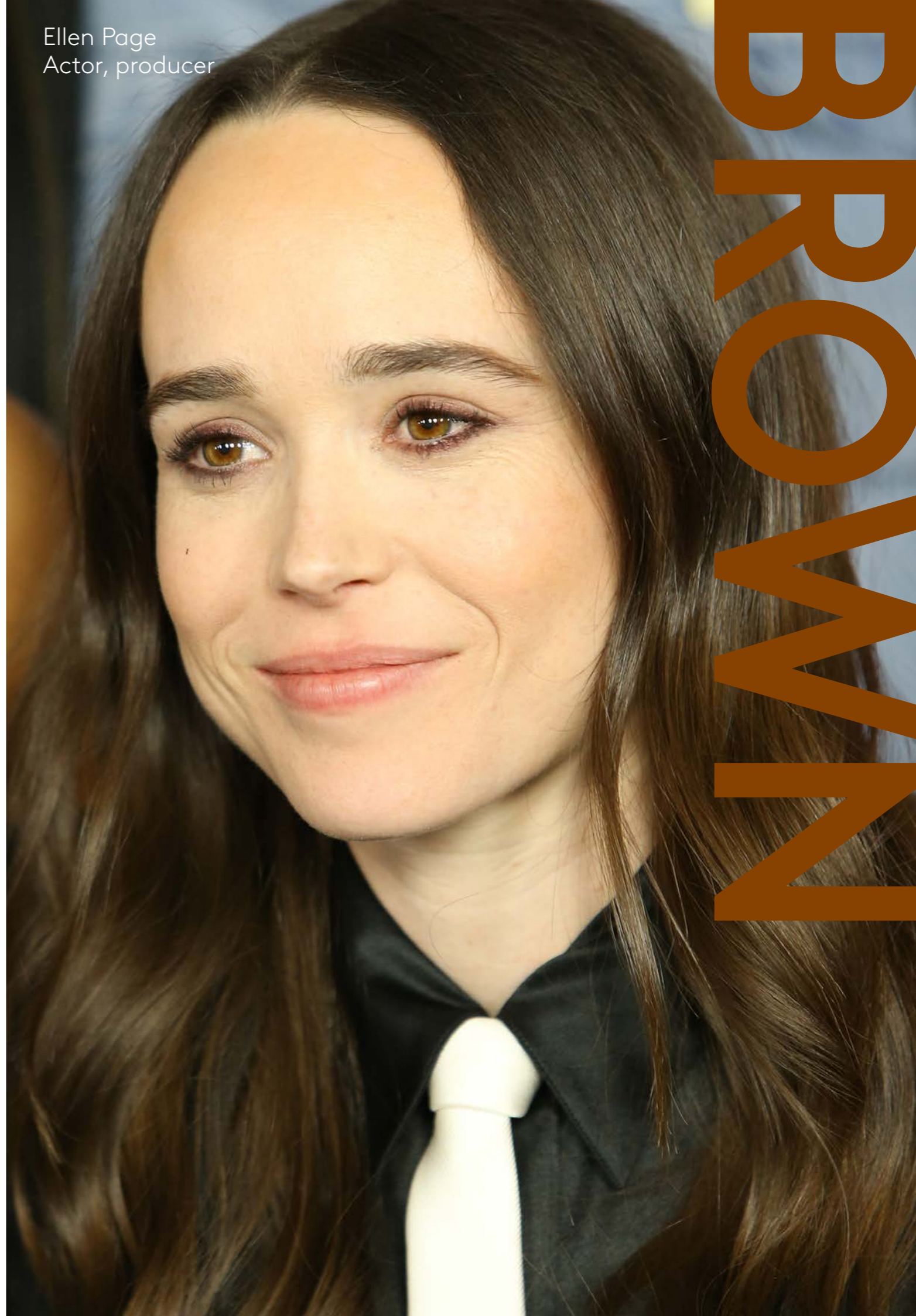


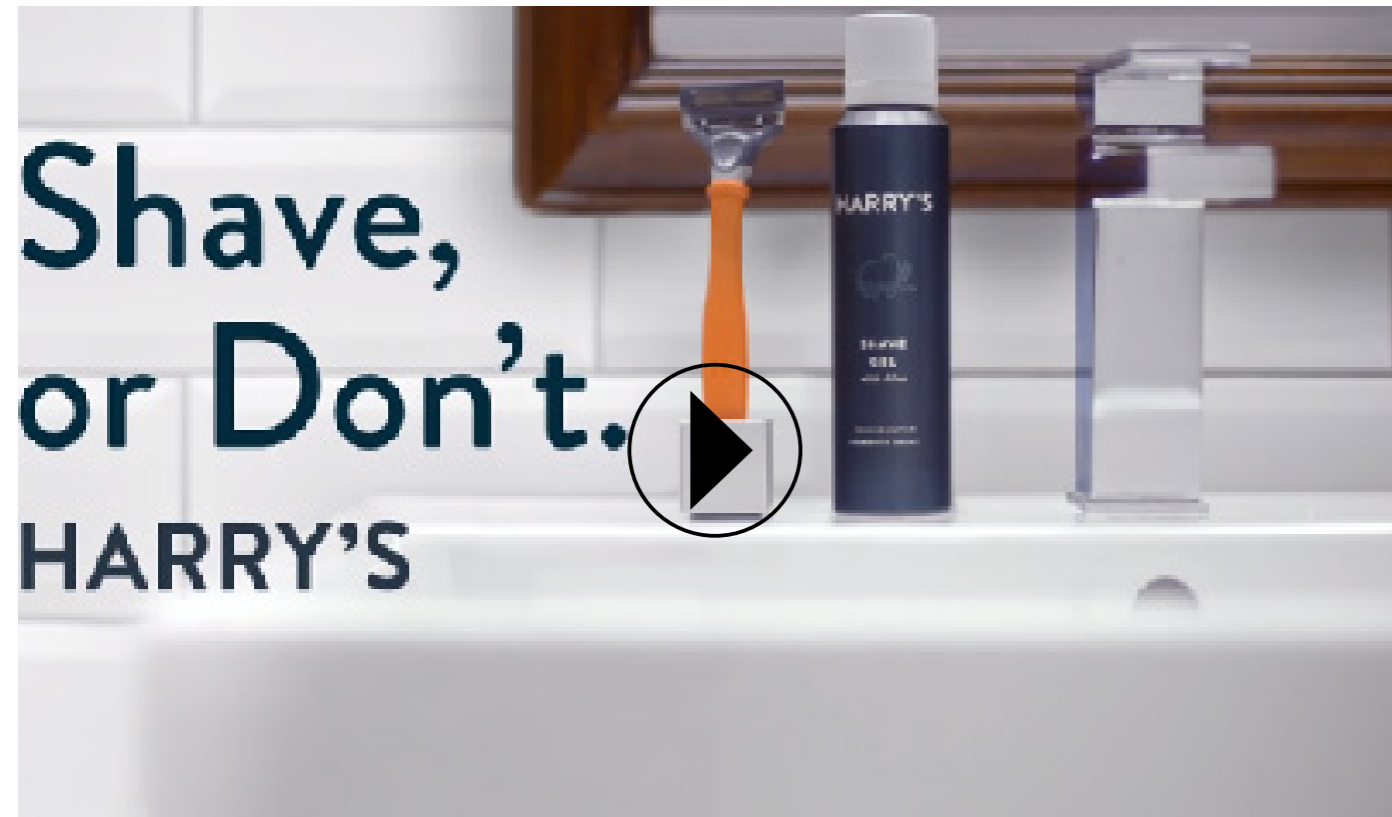
Jesse Tyler Ferguson
Actor



Matt Bomer
Actor

Ellen Page
Actor, producer





Harry's 'Shave, or Don't' commercial respects difference, understanding that shaving is personal. Through the simple task of shaving, the Shave with Pride set charitably shows support for LGBTQ+ by donating proceeds to The Trevor Project.



Fairy turned fair by supporting LGBTQ+ youth and donating to the Albert Kennedy Trust, providing refuge to vulnerable young people

Be Real



Sweetgreen the fast-casual chain is donating proceeds to support Covenant House, which provides shelter and resources for LGBT homeless youth



Be accepting

Being CONSIDERATE and EASY GOING,
they take life in their stride,
ACCOMMODATING change and
ACCEPTING life's ups and downs

A REASSURING voice as they
ENCOURAGE others to join the cause

They are FRIENDLY and WELCOMING
as they band with communities
and work TOGETHER to support
and promote EQUALITY

Be accepting

“When all Americans are treated as equal, no matter who they are or whom they love, we are all more free”
– Barack Obama



Lilly Singh
YouTube star, comedian,
talk show host, actor



Samira Wiley
Actor

Neil Patrick Harris
Actor





Mastercard's #AcceptanceMatters signs on Christopher Street are a symbol of overcoming adversity by coming together. Mastercard aimed to help overcome financial barriers with its True Name Card, giving the option of easily having a preferred name on a payment card



Under Armour launched the Pride capsule collection and supports Athlete Ally, a non-profit encouraging LGBTQ inclusion and acceptance in sports

Be accepting



Starbucks is matching donations to Lady Gaga's Born This Way Foundation to improve access to mental health resources



BE
FREE
TO
W

BE CAREFREE!

Being CAREFREE and CHEERFUL
as they enjoy life,
they are quick to CELEBRATE life
with SPONTANEITY

ENTHUSIASTIC in their efforts to be noticed,
they are EXUBERANT as they give in
to the freedom of the moment

They are SPIRITED and EXCITED
as they embrace the life
they were meant to live,
REVELLING in all its SPLENDOUR

BE CAREFREE!

"I was not ladylike, nor was I manly. I was something else altogether. There were so many different ways to be beautiful"
– Michael Cunningham, American Novelist



Lizzo
Singer, songwriter



The Fab Five
Queer Eye TV style experts



Elton John
Singer, songwriter

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Smirnoff's limited-edition Love Win's vodka bottles puts the spirit into Pride Month

BE CAREFREE!



Sally Hansen partnered with GLAAD to release the fun and colourful Pride Collection of nail polish. Promoting acceptance and individuality with flair, a portion of sales are donated to GLAAD



With packs designed by LGBTQ+ artists, the Skittles Pride packs use positive messaging to embrace all love through art and colour

Brands need to demonstrate true allegiance



Brands must endeavour to build long term relationships and establish real connection with a cause and a community:

- Be vocal about your alliance, don't shy away from addressing this on social media

- Review workplace policies and actively create inclusive workplace policies for employees and customers

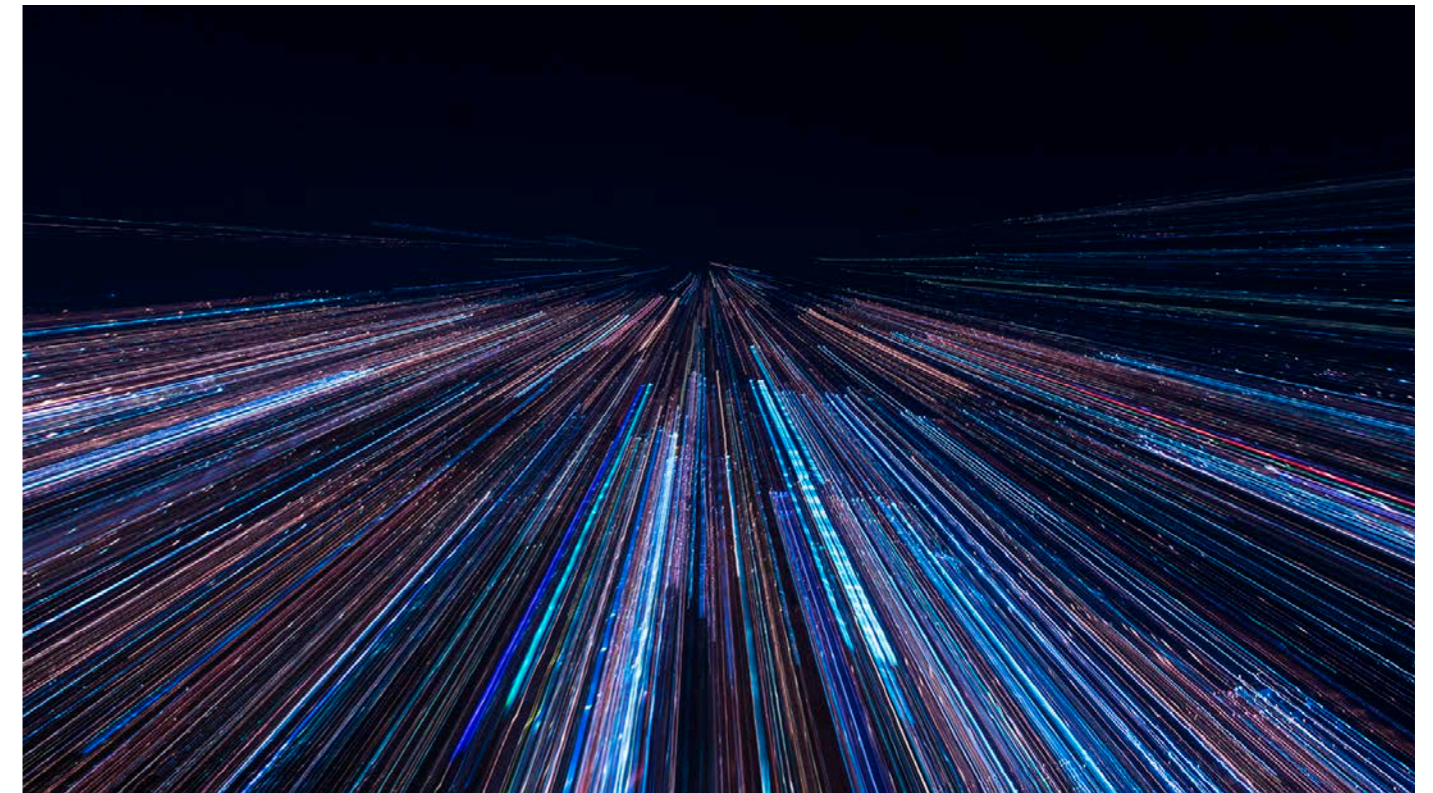
- Make the commitment real. Consider donating to organisations that work with these communities



Brands need to demonstrate genuine inclusion



You deserve a home that you love, where you can live comfortably with loved ones. A sustainable home that looks good, works well and is friendly to your wallet. Because no matter what you do, who you are, or how much you make, you deserve to make the dream yours.



8:16 U wanna?
 8:18 Possibly.
 8:18 [Felipe wants access to private photos]
 8:19 [deny access]
 8:19 c'mon
 8:19 [private photo access granted]
 [request access to private photos]
 8:22 [private photo access granted]
 8:25 Lets.
 8:25 Now?

Calvin Klein Jeans

raw texts, real stories
 #ckrawtexts
 www.calvin.com

Consumers are looking for brands to make authentic connections – so be inclusive in your marketing plans.

Targeted marketing can backfire if seen to be opportunistic, whether overtly or utilising gay cues:

- It is about being included, not the exception, but not being singled out, we are not different to you
- All touchpoints need to communicate inclusion, over time, not a one event thing

– Staying the course with confidence even if there is backlash from conservative groups

There is a long way to go for Pride communities to feel like everyone else, but making respectful and authentic brand connections is a step in the right direction.

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celebrates Pride