



The world's LGBT marketing agency.

# Diversity Sells

How to leverage LGBT support  
into sales internationally

Out & Equal.

Ian Johnson

Mike Wilke

Susann Jerry



Los Angeles, USA. 08 Oct 2010.

# Out Now.

The world's leading provider of insight through marketing solutions focused on delivering improved understanding and enhancement to LGBT people's lives - wherever they may live.

# Road map

- *And you are...?*
- Marketing rule number 1
- **4 P's**
- Workers' voices
- 2010 LGBT Study
- Why this matters
- **Diversity sells**
- **Real world**

# Leadership for brands.



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[www.NextLevelThinking.com](http://www.NextLevelThinking.com)

[www.LGBT2020.com](http://www.LGBT2020.com)

[www.OutNowConsulting.com](http://www.OutNowConsulting.com)

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# Rule #1.

All about **the**  
**customer.**

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# 4 P's

- **Product (from whose perspective?)**
- **Price (to whom?)**
- **Place**
- **Promotion**

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# Japan

- It is not made public, such as bullying kick hit,
- From behind, "gross" or the like murmurings,
- "I like any man," or because they are mistaken, just spoke, "I like (laughs)" or misunderstood, to be a joke or a laugh. Honest, hard.

# Japan

- sometimes they just keep asking if i have a girl friend or if i were gay in front of everyone, but they don't realize that they makes me uncomfortable.

# Japan

- Since permanent harassment from supervisors concerning the disclosure of their sexuality, even from board.

# Japan

- Questions about my personal life / sexuality  
lovemaking from a stranger

# Japan

- In a situation where I did not have in place Sekushuarumainoriti (policies), disgust about homosexuality and gender transition, or demonstrate an attitude of ridicule to the rumor. From such treatment in the workplace, the problem of consciousness of each individual employee, often have an awful time.

# Japan

- After coming out to senior workers had faith in me before, but not after
- The quarrel became things work
- Everyone has threatened to bump off my sexuality at work.

# Poland

- my partner works and talks about many situations in the company. People have little or no knowledge of the LGBT community and not the end of deliberately duplicate the homophobic stereotypes

# Poland

- If you do not change the attitudes of "rulers" to those with different orientations will not change the attitude of the employee. In my work, a gay person is treated as an insult to the dignity of the office worker

# Poland

- low level of education and social confusion of concepts such as homophobia, homosexual and pedophile

# Poland

- I work for IBM - which is the most friendly company for LGBTQ

# USA

- I work in a corporate office. I am not invited to participate in social activities after work very often, or when humorous personal e-mails are sent around to the other young people in the office, I am generally not included, unless I ask what everyone is laughing at, in which case someone will send it to me.

# USA

- There have been those who have had zero tolerance and outright fear in the workplace for me. It has been difficult in the past. A large number of people have made degrading comments and I have been passed over for promotions.

# USA

- Had lunch with an attorney who did not realize I am a lesbian. When I asked her what types of packages she had in regard to estate planning for my gay and lesbian clients, she told me that she had made a conscious choice not to work with "those people". Her referrals just went out the door...

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# 2010 LGBT Market Study

- Multi-country
- Comparative data set
- Lifestyle
- Consumer
- Travel
- **D & I factors**
- **Workers' voices**

# We live **everywhere.**

Argentina

Australia

Austria

Brazil

Canada - English

Canada - French

Chile

Ecuador

France

Germany

Ireland

Israel

Italy

Japan

Mexico

Netherlands

Peru

Poland

Portugal

Spain

South Africa

United Kingdom

United States

Uruguay

Do it!

Out Now

[www.CommunityValues2010.com](http://www.CommunityValues2010.com)



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# Who's the boss here?

All about **the**  
**customer.**

# Go Global.

Political Map of the World, April 2006

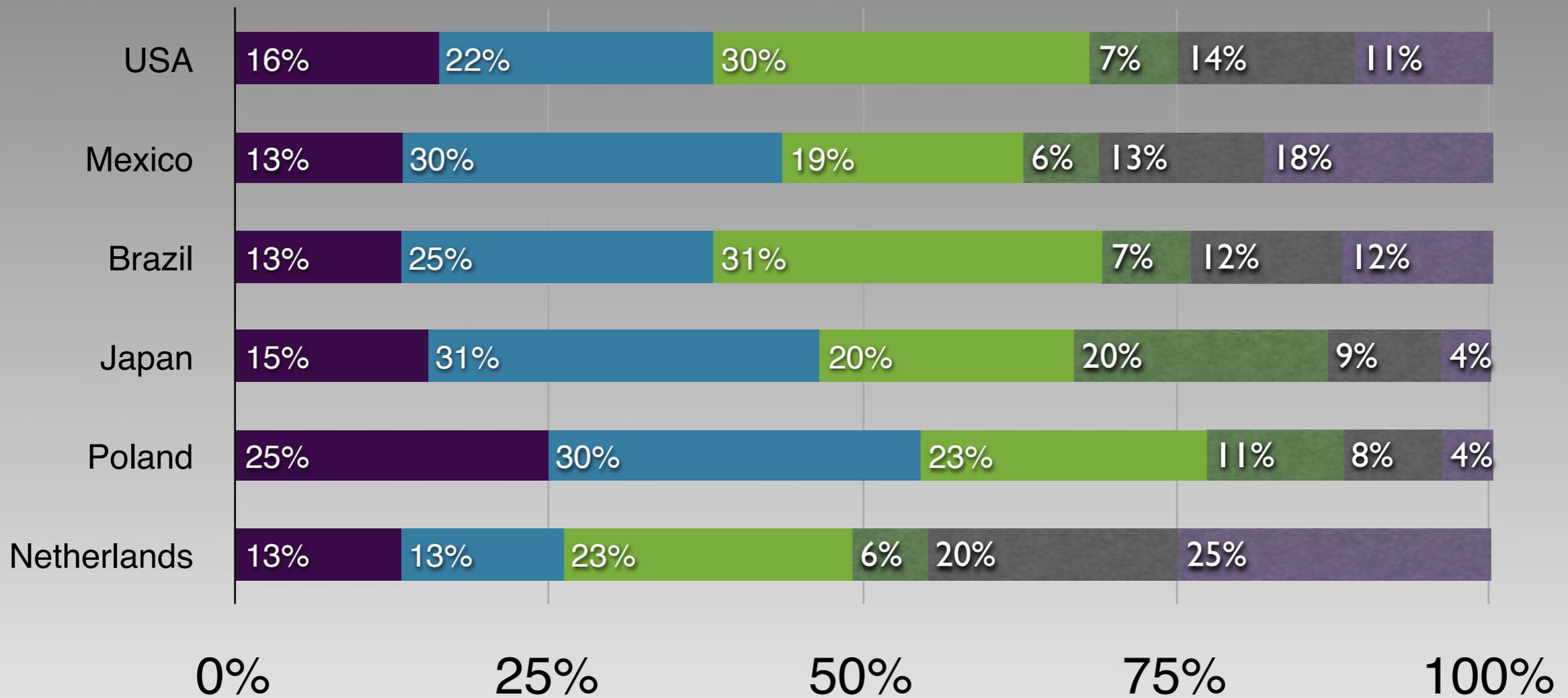
Legend:  
independent state  
Dependency or area of special sovereignty  
territory / island group  
Cape  
Scale: 1:100,000,000  
Software: MapInfo  
Projection: Mercator  
Coordinates: 18°N and 81°E



April 2006  
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# Career impact

Can coming out to everyone hold back your career?

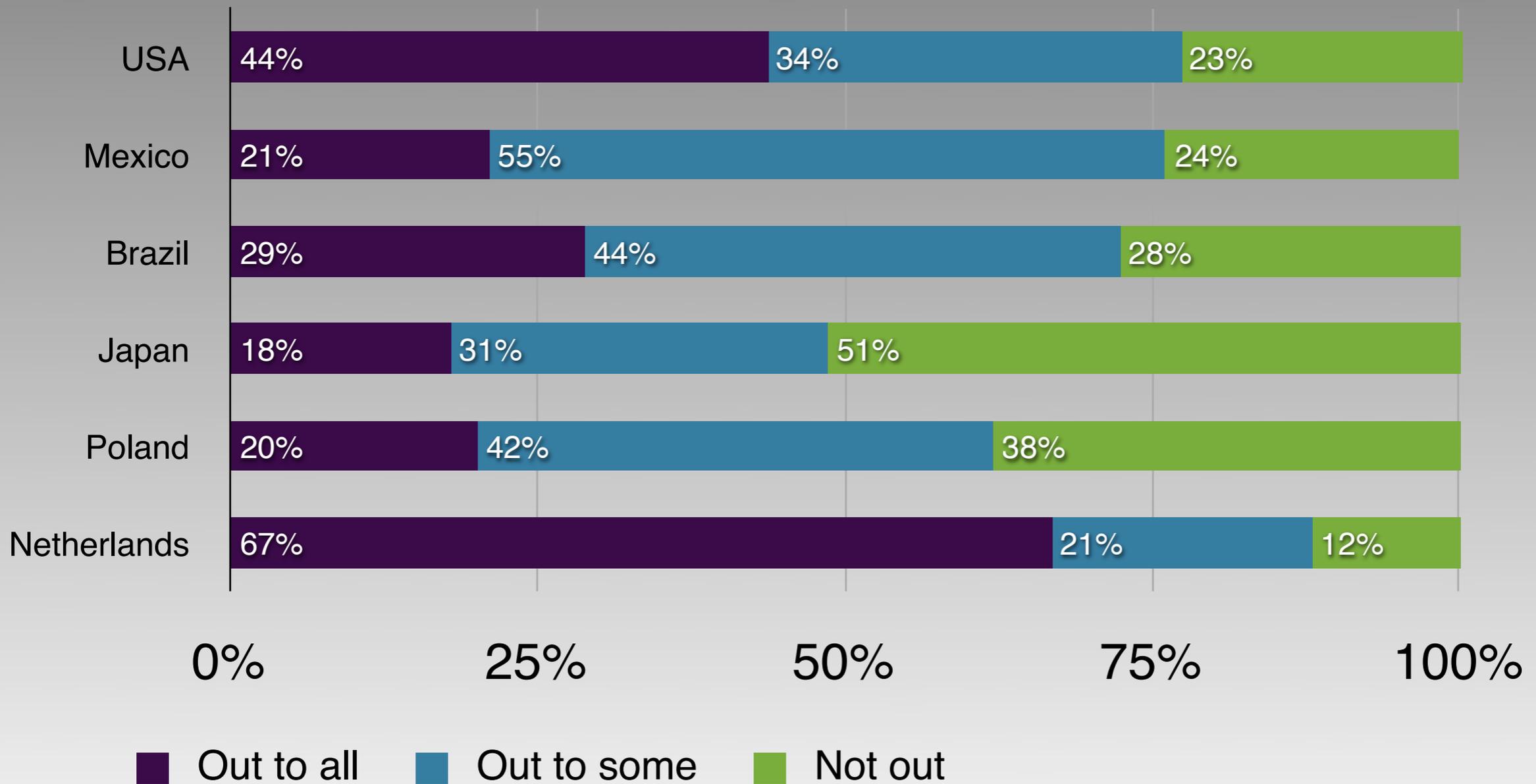


Definitely
  Probably
  Maybe
  Not sure
  Probably not
  Not at all



# How out are you?

At work...



# Harassment at work

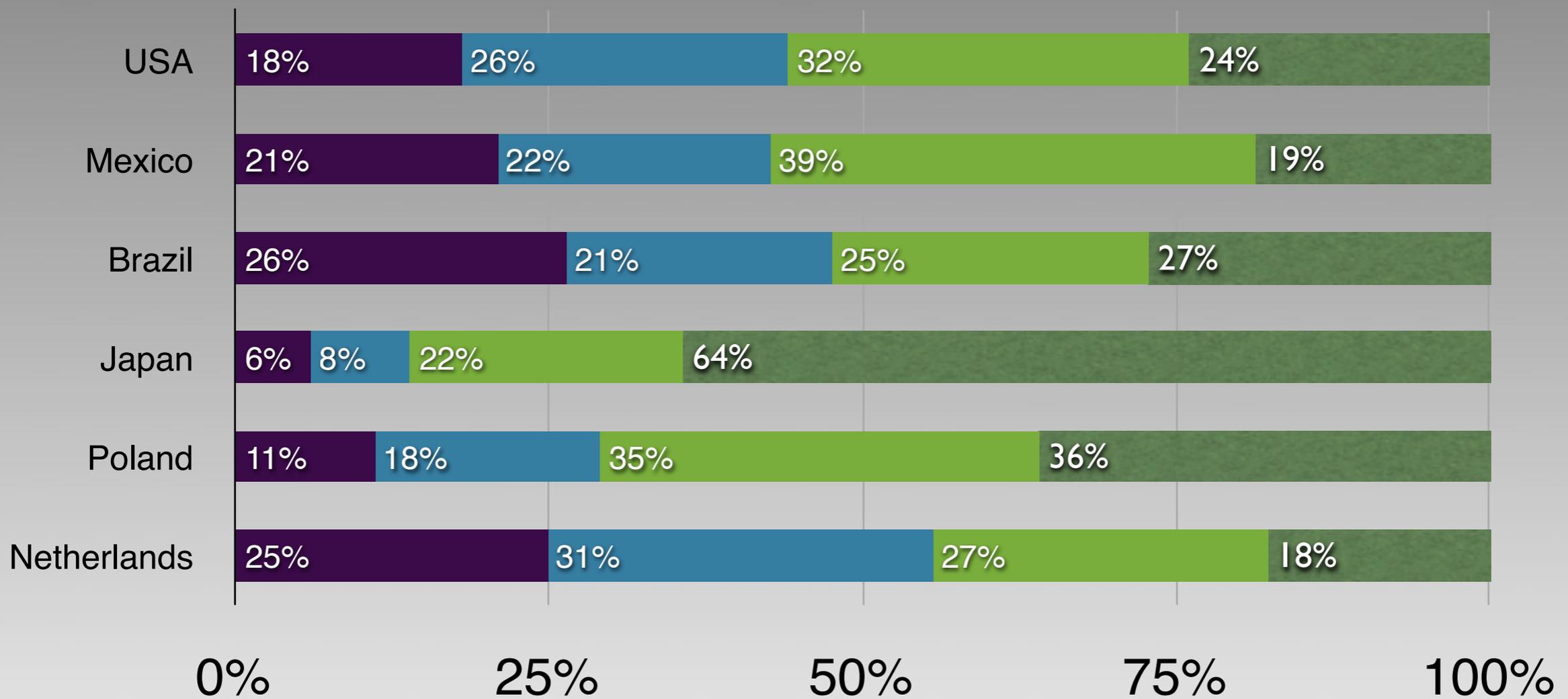
Suffered from following in past twelve months (%)



■ USA    ■ Mexico    ■ Brazil    ■ Japan  
■ Poland    ■ Netherlands



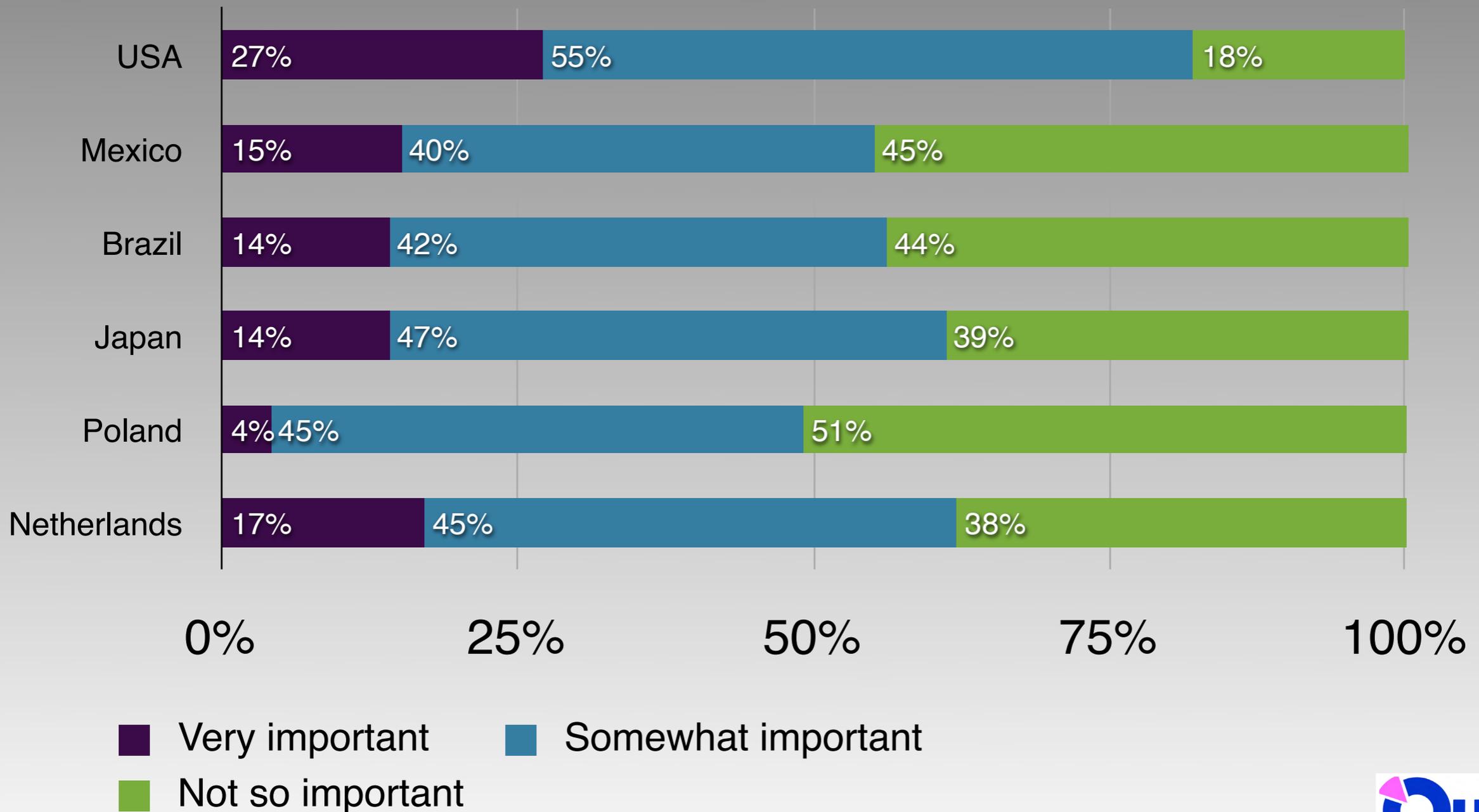
# Ask LGBT policy in interview?



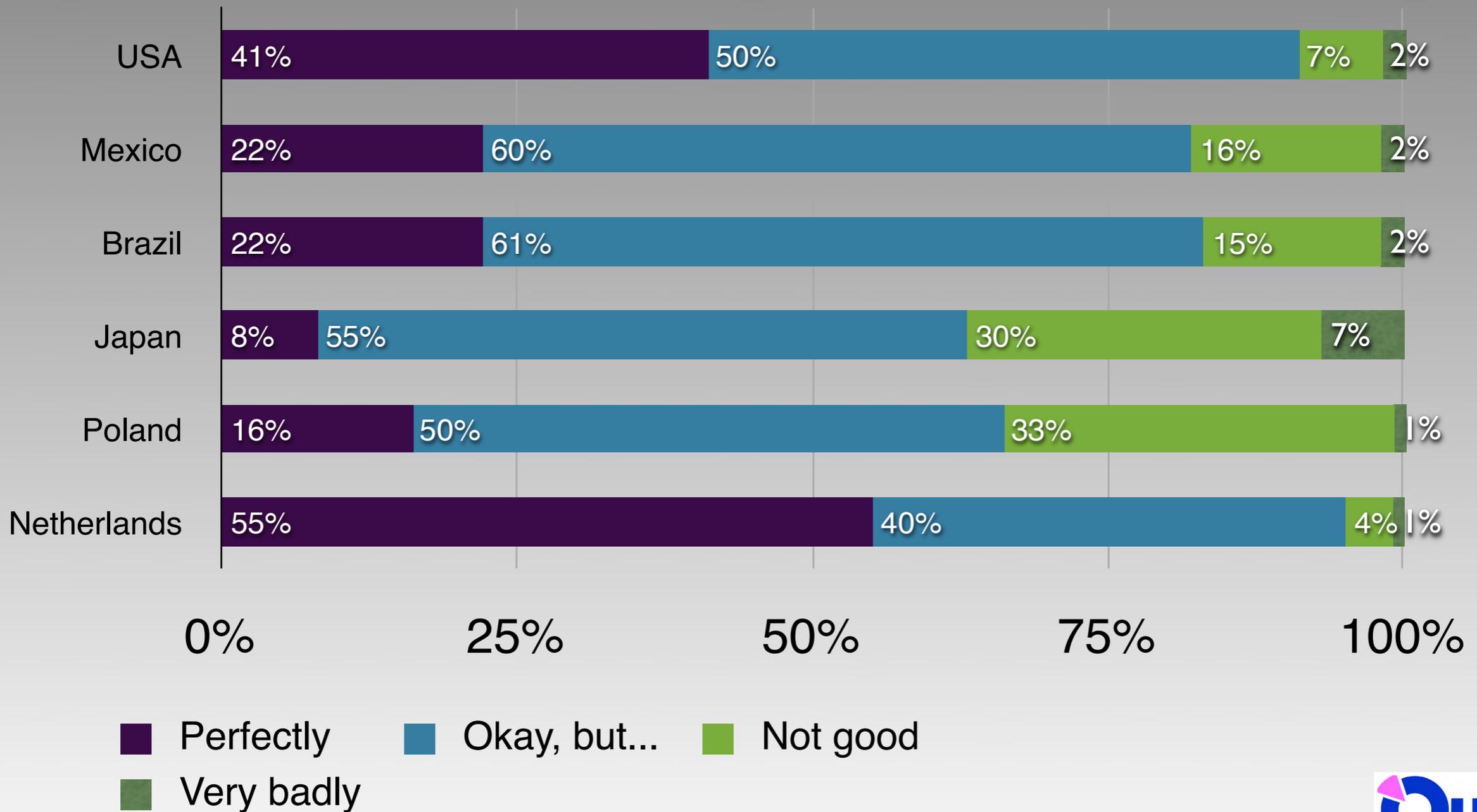
- Very comfortable
- Fairly comfortable
- A bit uncomfortable
- Quite uncomfortable



# How important is LGBT policy when job hunting?



# How well are LGBT staff treated?

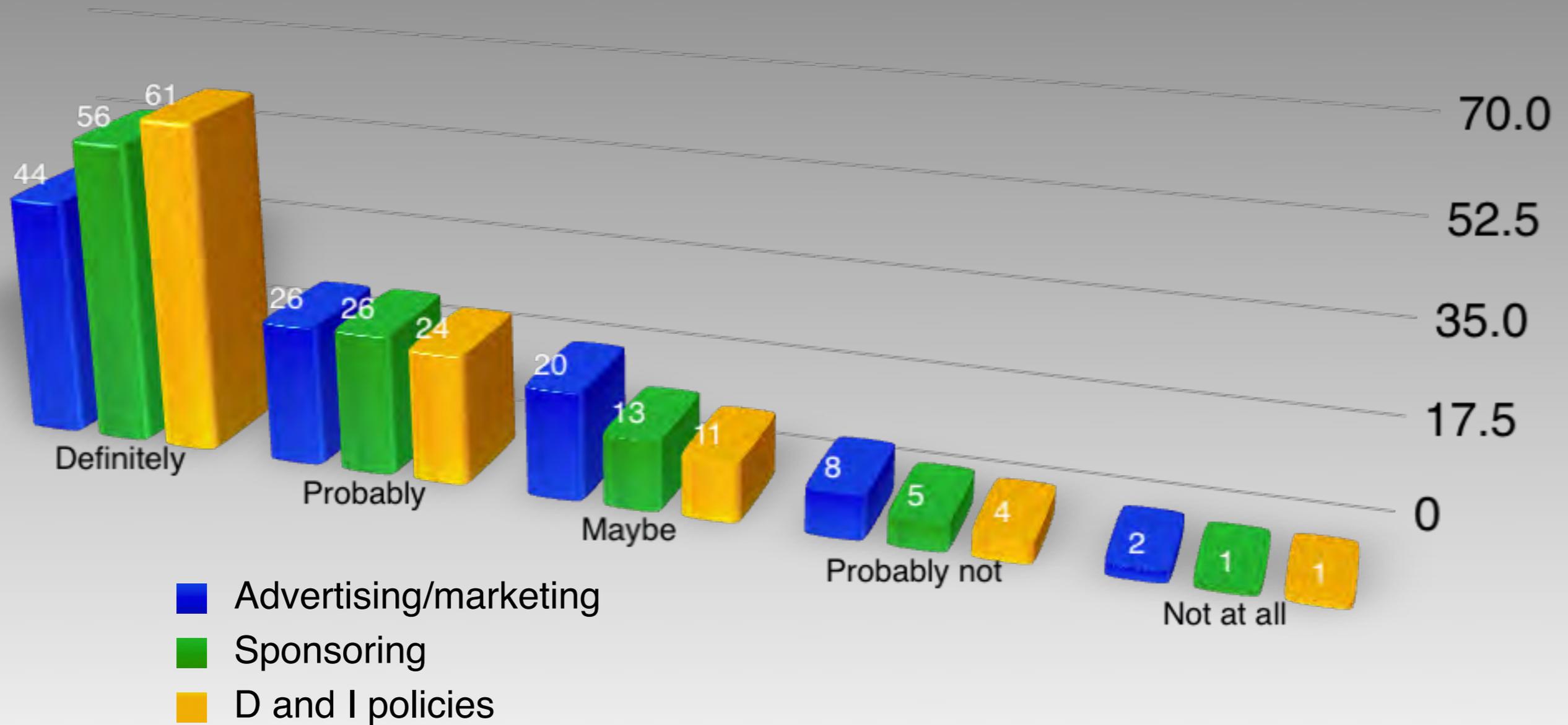


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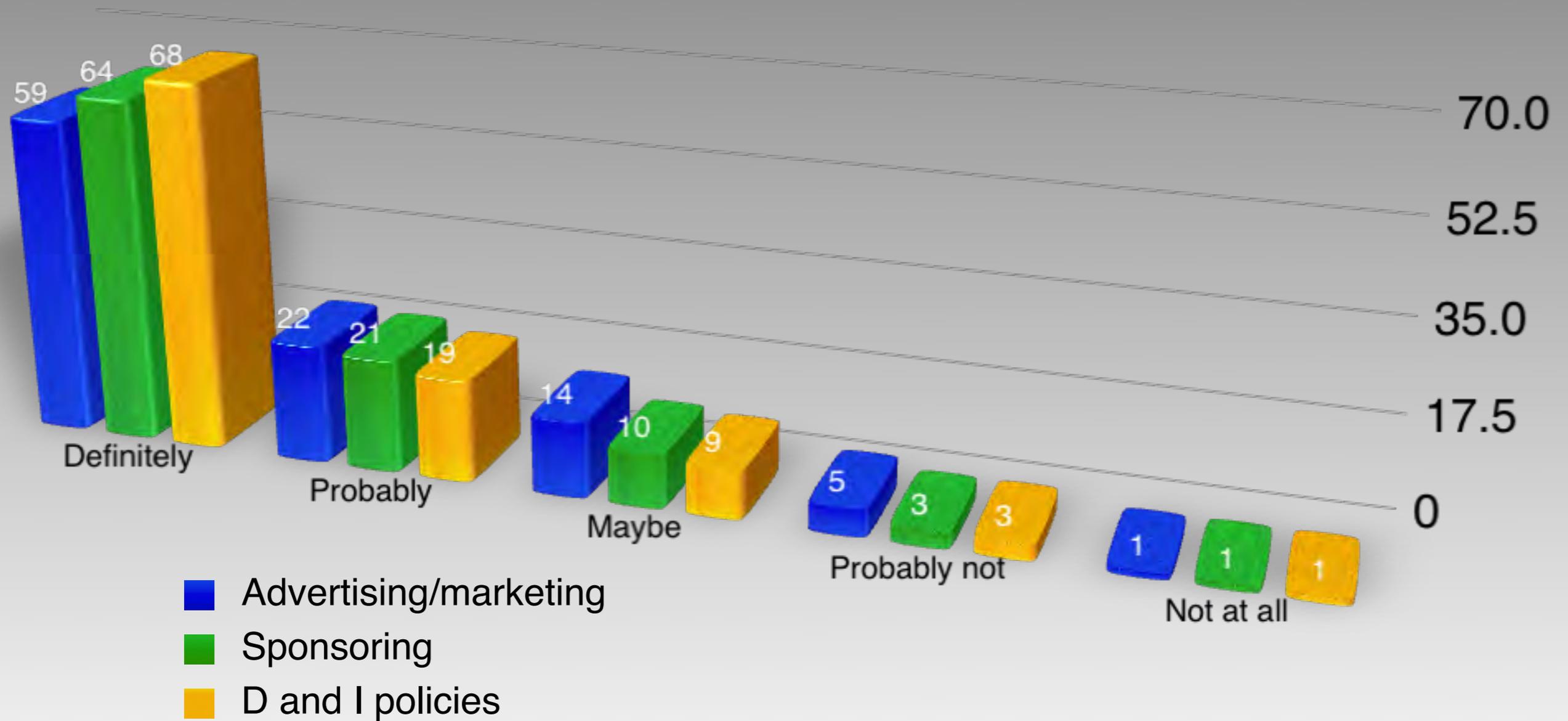
# Diversity sells. Engage.

## Influence brand selection decision? - USA



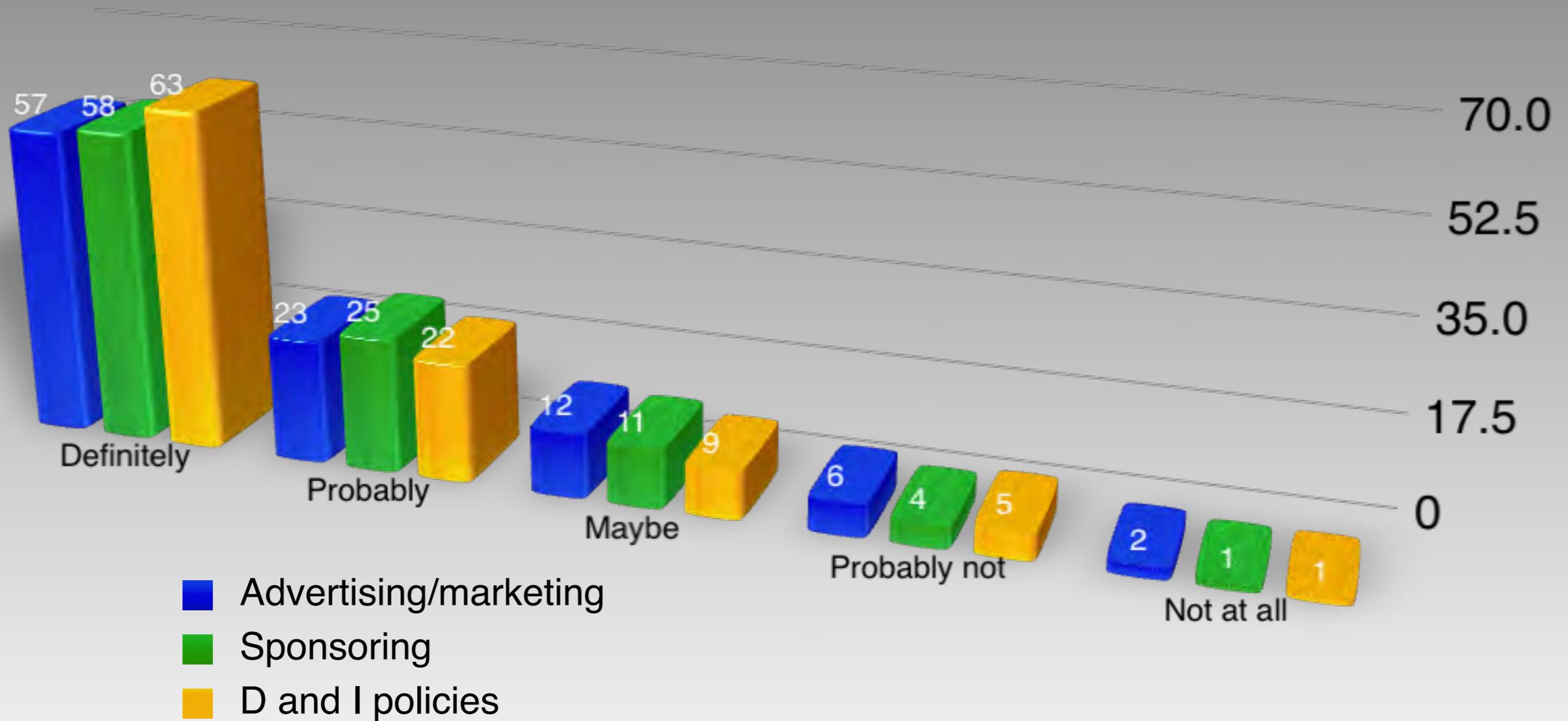
# Diversity sells. Engage.

Influence brand selection decision? - Brazil



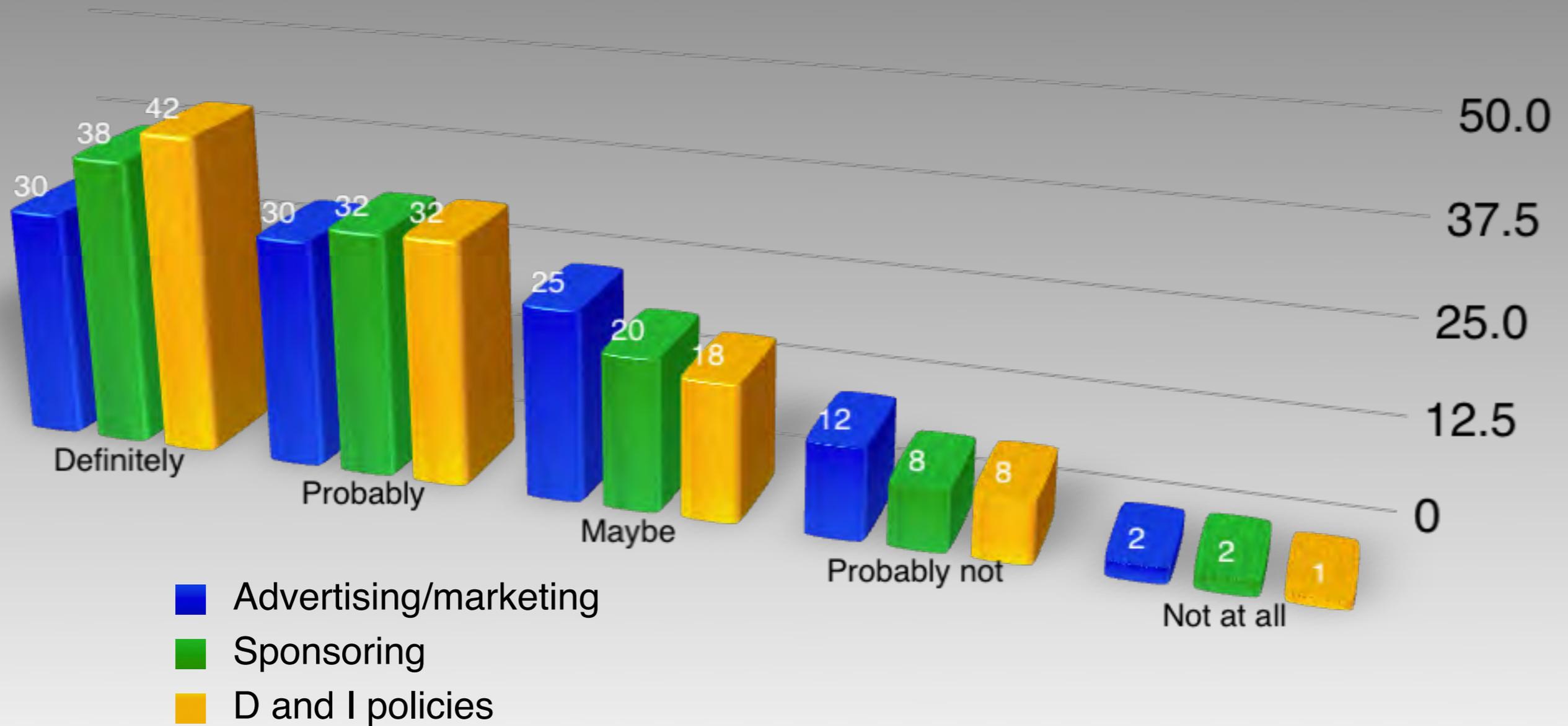
# Diversity sells. Engage.

## Influence brand selection decision? - Mexico



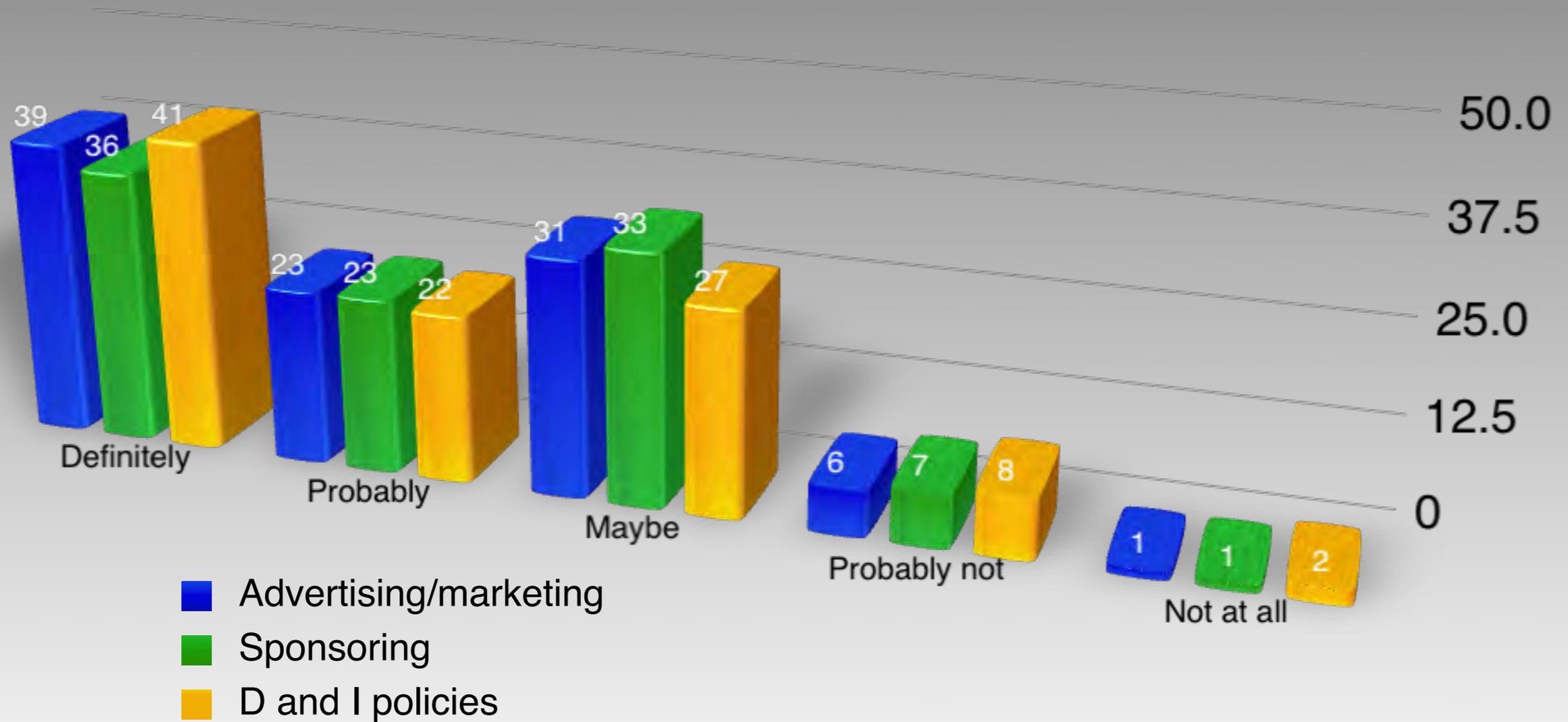
# Diversity sells. Engage.

Influence brand selection decision? - UK



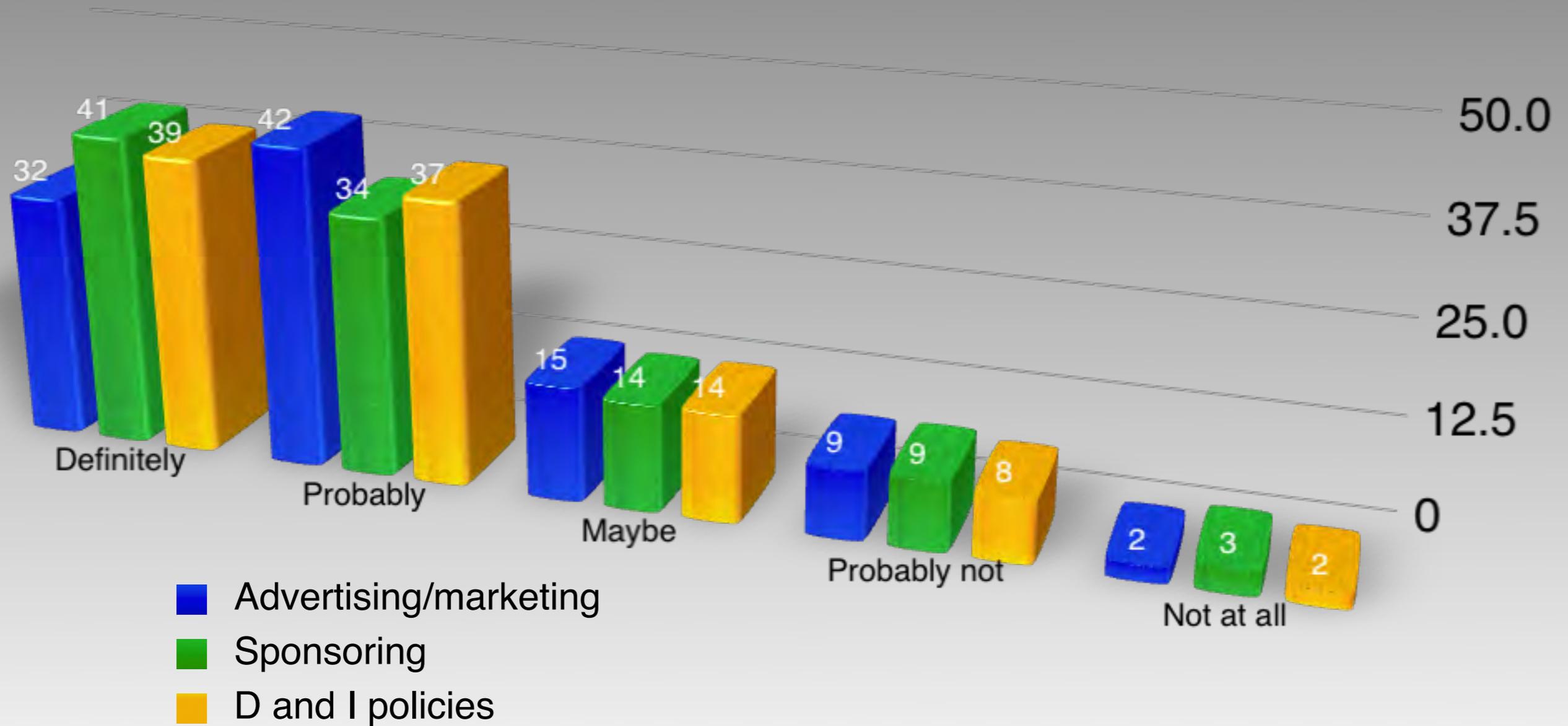
# Diversity sells. Engage.

## Influence brand selection decision? - Japan



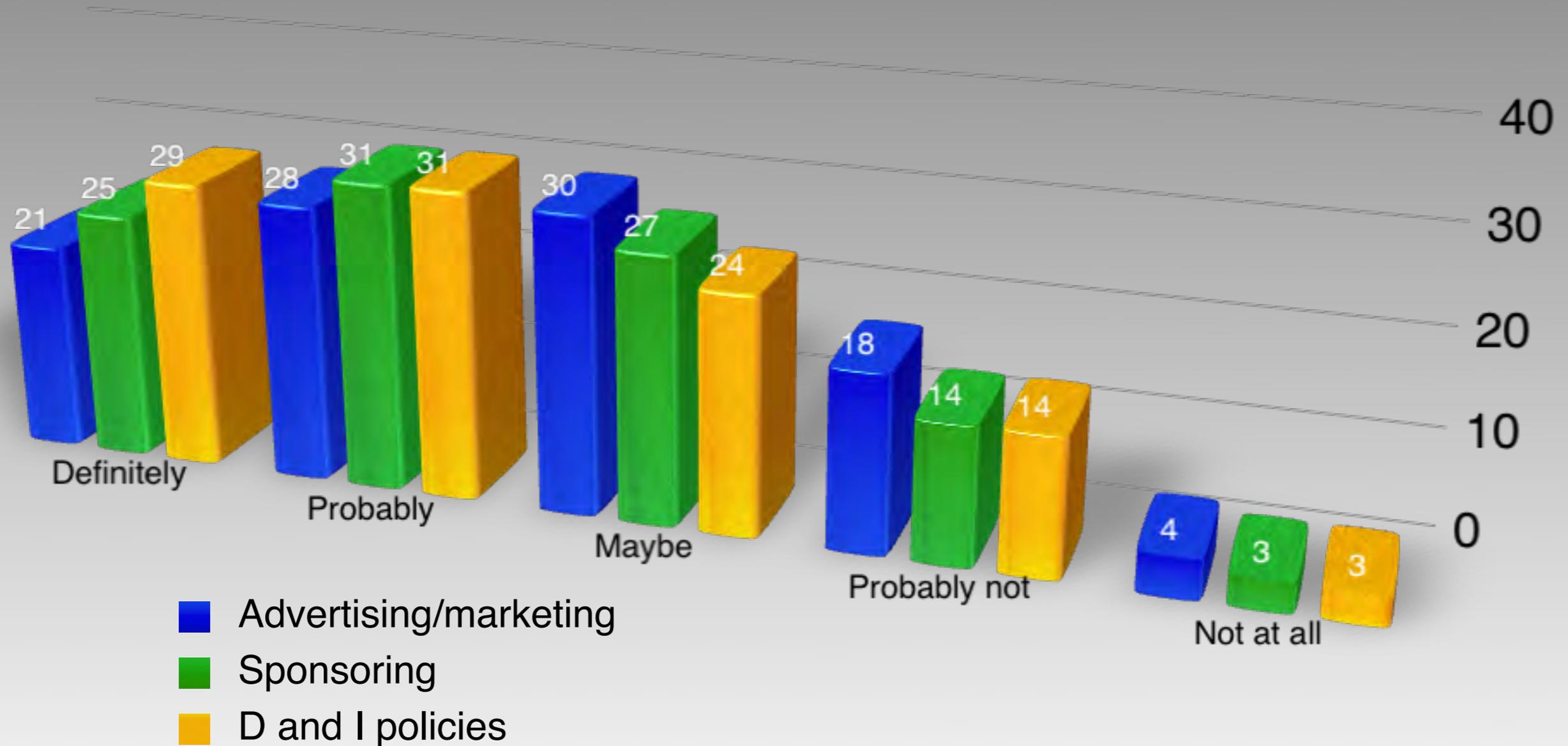
# Diversity sells. Engage.

## Influence brand selection decision? - Poland



# Diversity sells. Engage.

## Influence brand selection decision? - Netherlands



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NextLevelThinking.

Coming out  
Coming in

We can help you save  
to turn your house into  
your dream home.



If you're thinking of saving for the important things in life, like home improvements, we can help you do just that. From a new kitchen to re-decorating the whole house, whatever you're saving for, we have a range of ways to help you make your house your perfect home.

Lloyds TSB is pleased to help our LGBT customers with their savings needs.

Visit us in branch or call 0800 056 0025



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This is  
now.  
Lloyds  
TSB.



This is now. 2010.



NextLevelThinking.

Ignorance  
Respect

LGBT2020.

Inclusion

Respect

# Argentina.

**“This commercial was like  
looking into the future.”**

# Respect.



# LGBT2020.

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