



The world's LGBT marketing agency.

LGBT2020

Next Level Thinking.

Ian Johnson

Darren Cooper

Susann Jerry

Lotte Jeffs



London, UK. 21 January 2011.

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.

Roadmap

- Welcome + introductions
- Study overview
- Home Office
- Diversity Sells
- Working voices
- Media matters
- Grey and gay
- The L in LGBT
- Case study 1
- TUI Freedom
- Case study 2
- Lloyds TSB
- Panel discussion
+ Questions
- Close

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Welcome+introductions



Darren**Cooper**



Thomas**Lynch**



Kim**Watson**



Lotte**Jeffs**



Dick**Stroud**



Ian**Johnson**



Susann**Jerry**



Paul**Bradley**

Welcome+introductions



Video link.



<http://www.youtube.com/watch?v=OsbilXu8sL4>



www.NextLevelThinking.com

www.LGBT2020.com

www.OutNowConsulting.com

NextLevelThinking.

Ignorance
Tolerance

NextLevelThinking.

Tolerance
Acceptance

NextLevelThinking.

Acceptance

Inclusion

NextLevelThinking.

Inclusion

Respect

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Go Global.

Political Map of the World, April 2006

SOVEREIGN Independent state
Dependency Dependency or area of special sovereignty
State / Island group State / Island group
City City
Scale: 1:100,000,000
Software: MapInfo
Projection: Mercator
Scale: 1:100,000,000



April 2006
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Real **people's** lives.

Gender

Age

Career

Relationship

Children

Education

Homophobia

Equality

Diversity

Inclusion

Shopping

Leisure

Travel

Investing

Finances

Banking

Insurance

Credit cards

Expenditure

Purchases

Retirement

Legal

Entertainment

TV

Aged care

Media

Discrimination

Harassment

Pets

Respect

LGBT2020 Study

- Multi-country
- Comparative data set
- Six continents
- Ten languages
- 25 countries

LGBT2020 - the next phase

Country reports

Industry reports

Theme reports

Diversity Sells

Understanding just how your D&I policy
can influence consumer choice

LGBT2020 Report



Communications – Research – Strategy – Training

info@outnowconsulting.com - www.OutNowGlobal.com

Generation Stonewall

LGBT ageing and the implications for
business, government and marketing

LGBT2020 Report



Communications – Research – Strategy – Training

info@outnowconsulting.com - www.OutNowGlobal.com

It Starts With The Letter L

Putting the L into LGBT. How to market effectively to the lesbian community

LGBT2020 Report



Communications – Research – Strategy – Training

info@outnowconsulting.com - www.OutNowGlobal.com

Travel

Global travel habits, spend, booking preferences,
destination preferences and leisure activities

LGBT2020 Report



Communications – Research – Strategy – Training

info@outnowconsulting.com - www.OutNowGlobal.com

LGBT2020 - the next phase

Country reports

19 countries

Available Feb
2011

Detailed
consumer,
lifestyle,
workplace,
expenditure and
demographic
analysis for each
country

Industry reports

Banking + finance

Travel + tourism

Technology

Shopping

Automotive

Beverages

Alcohol

Theme reports

It starts with an L

Stonewall

Generation

Diversity Sells

We live **everywhere.**

Argentina

Australia

Austria

Brazil

Canada - English

Canada - French

Chile

Ecuador

France

Germany

Ireland

Japan

Mexico

Netherlands

Peru

Poland

United Kingdom

United States

Uruguay

LGBT2020 - the next phase

Estonia

Israel

Italy

Portugal

Spain

South Africa

India

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Homeoffice



Paul **Bradley**

Chair -
Spectrum

Home Office

Homeoffice - Spectrum



Homeoffice - Here come the girls



Homeoffice - The girls are back in town



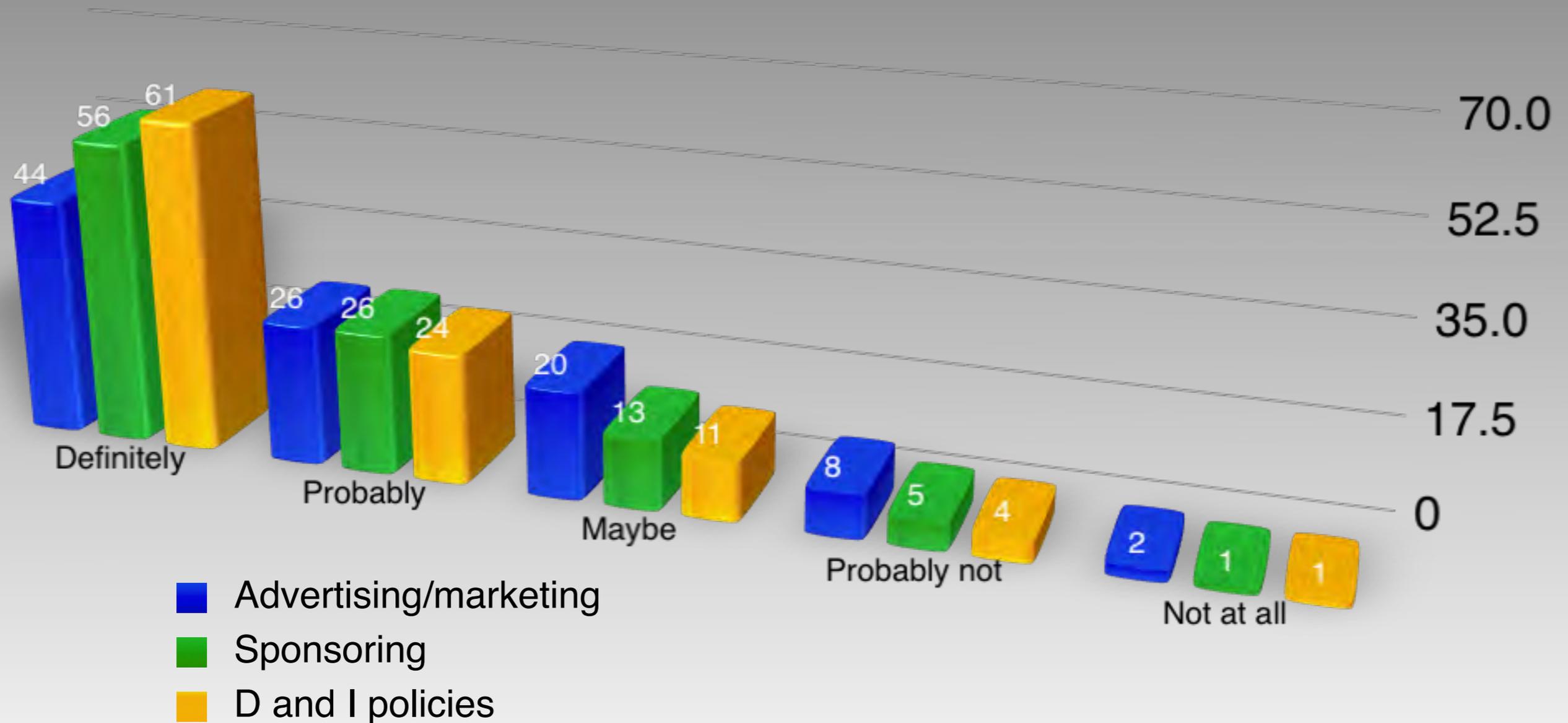
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Diversity sells. Engage.



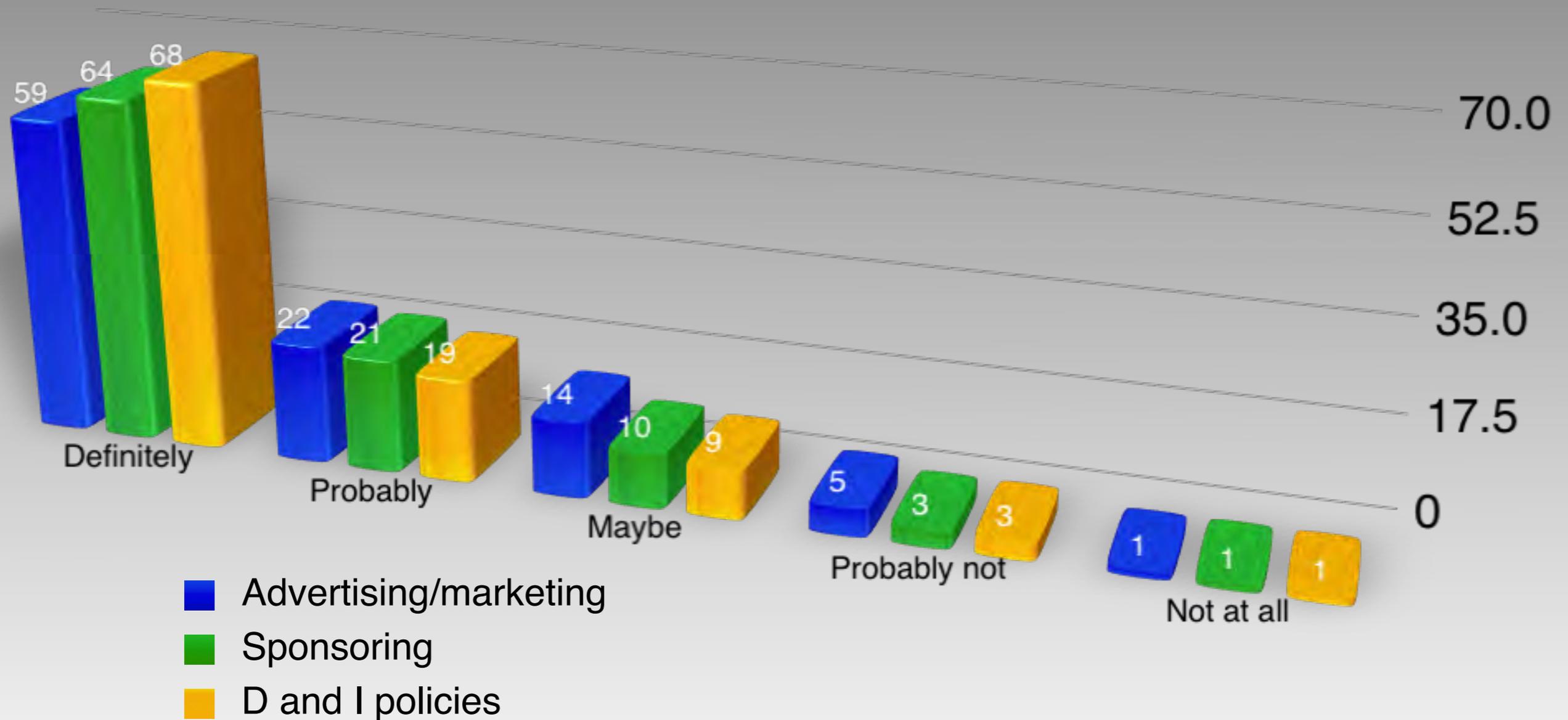
Influence brand selection decision? - USA



Diversity sells. Engage.



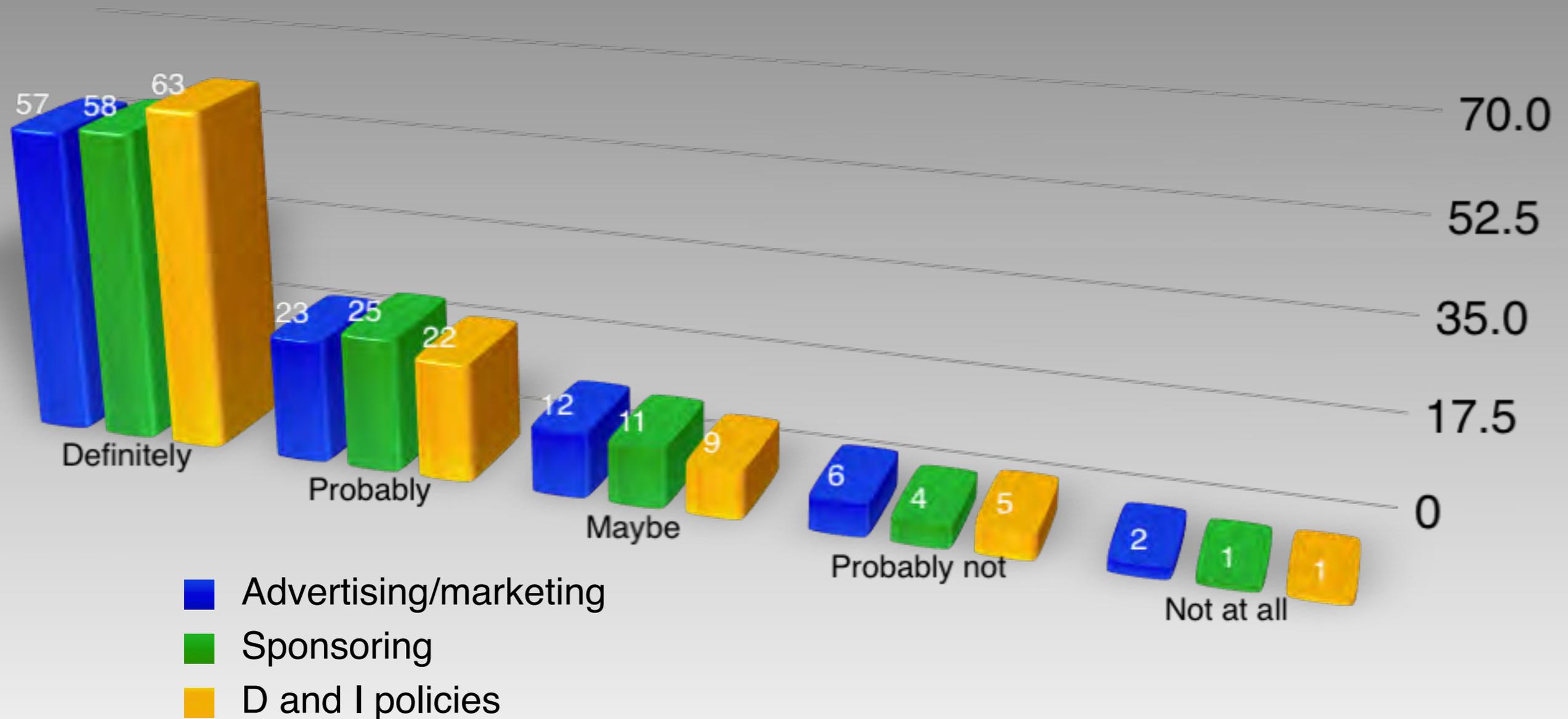
Influence brand selection decision? - Brazil



Diversity sells. Engage.



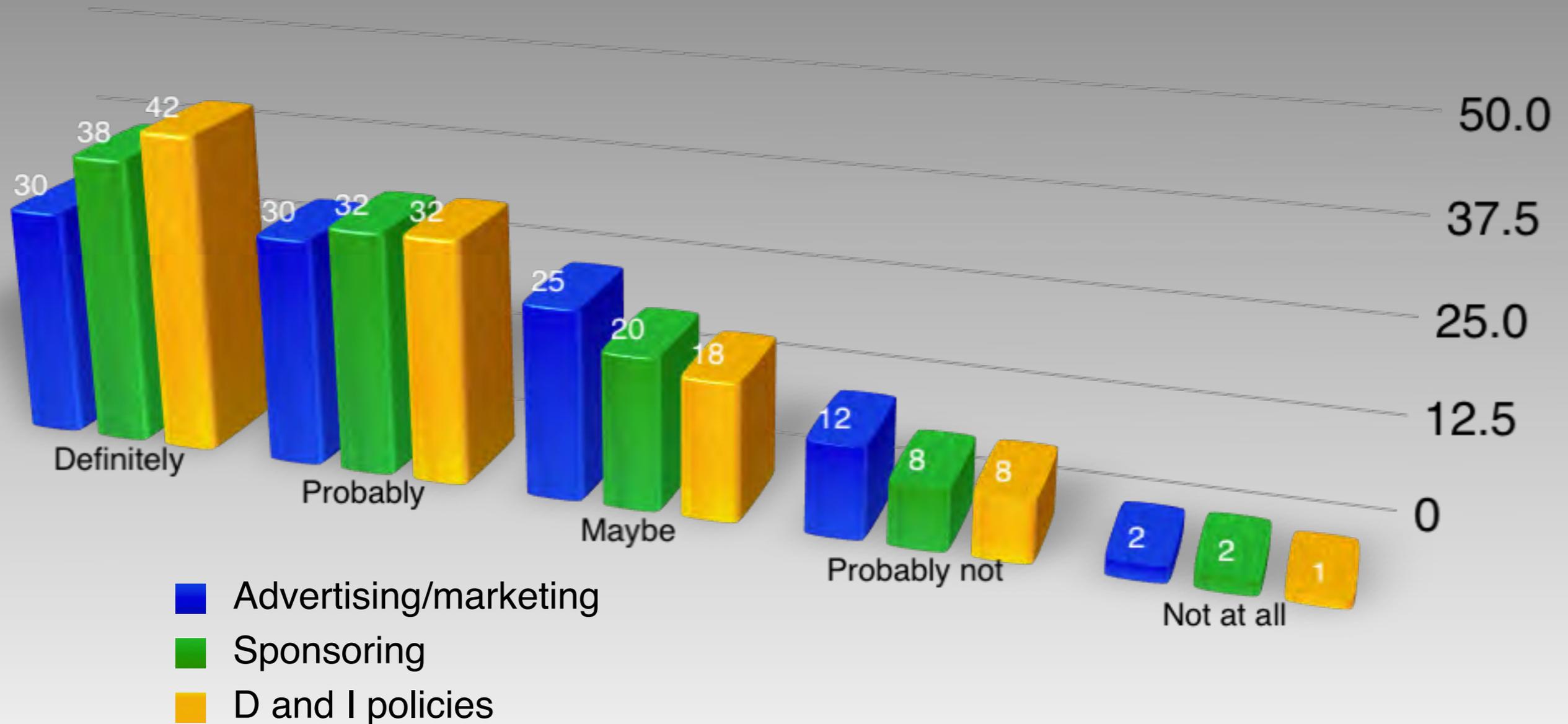
Influence brand selection decision? - Mexico

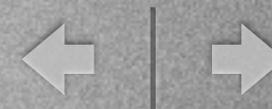


Diversity sells. Engage.

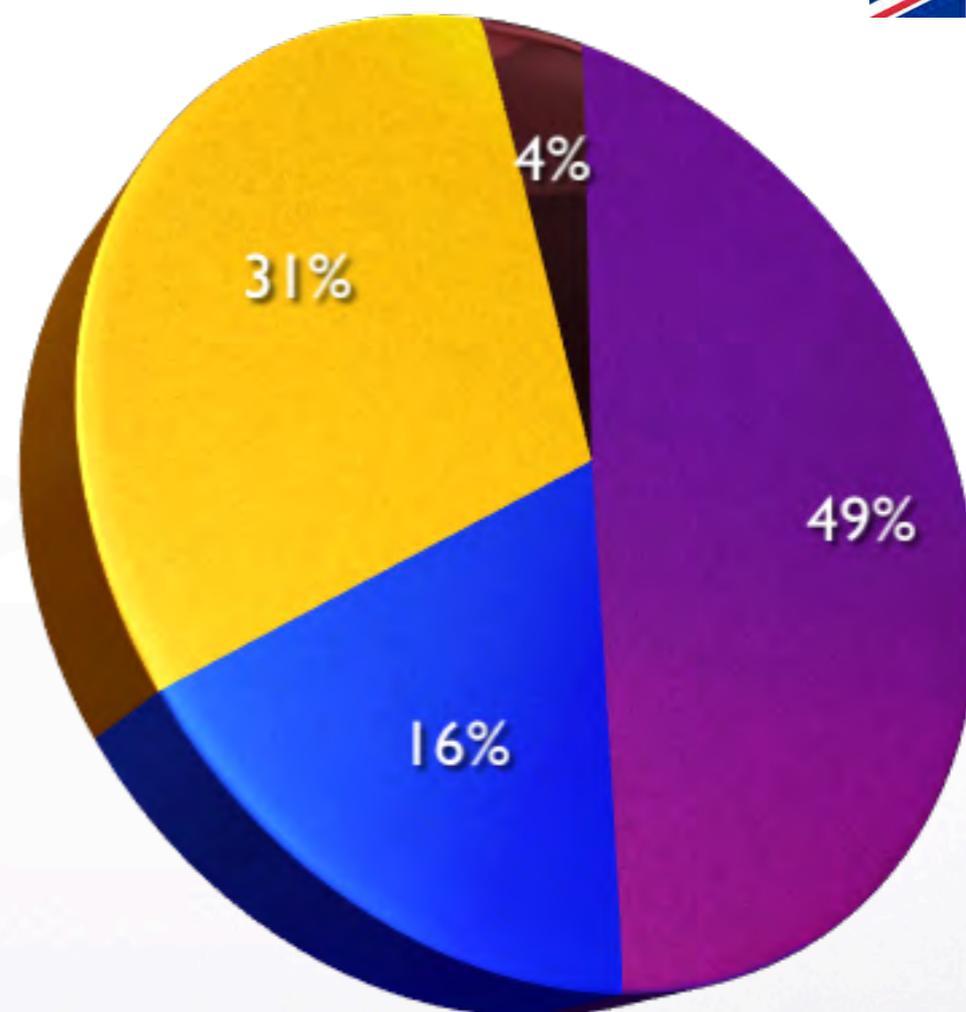


Influence brand selection decision? - UK





Q5. Relationship status



- Just under half of all respondents (49%) are currently single
- Just under half of all respondents (47%) are in a relationship
- Three in ten respondents (31%) live with their partner
- 4% of respondents selected “Other” for this question

- Single
- With partner, live separately
- With partner, live together
- Other

January 2011





Q5A. Relationship duration

The length of your current relationship is?

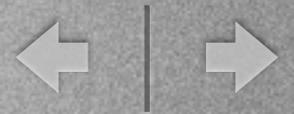
- Most common response for those in relationships was "3-5 years"
- More than 1 in 10 respondents (11%) are in a relationship of more than 10 years duration



■ Not in relationship
 ■ < 6 mths
 ■ 6-12 mths
 ■ 1-2 yrs
■ 3-5 yrs
 ■ 6-10 yrs
■ 11-20 yrs
■ > 20 yrs

January 2011

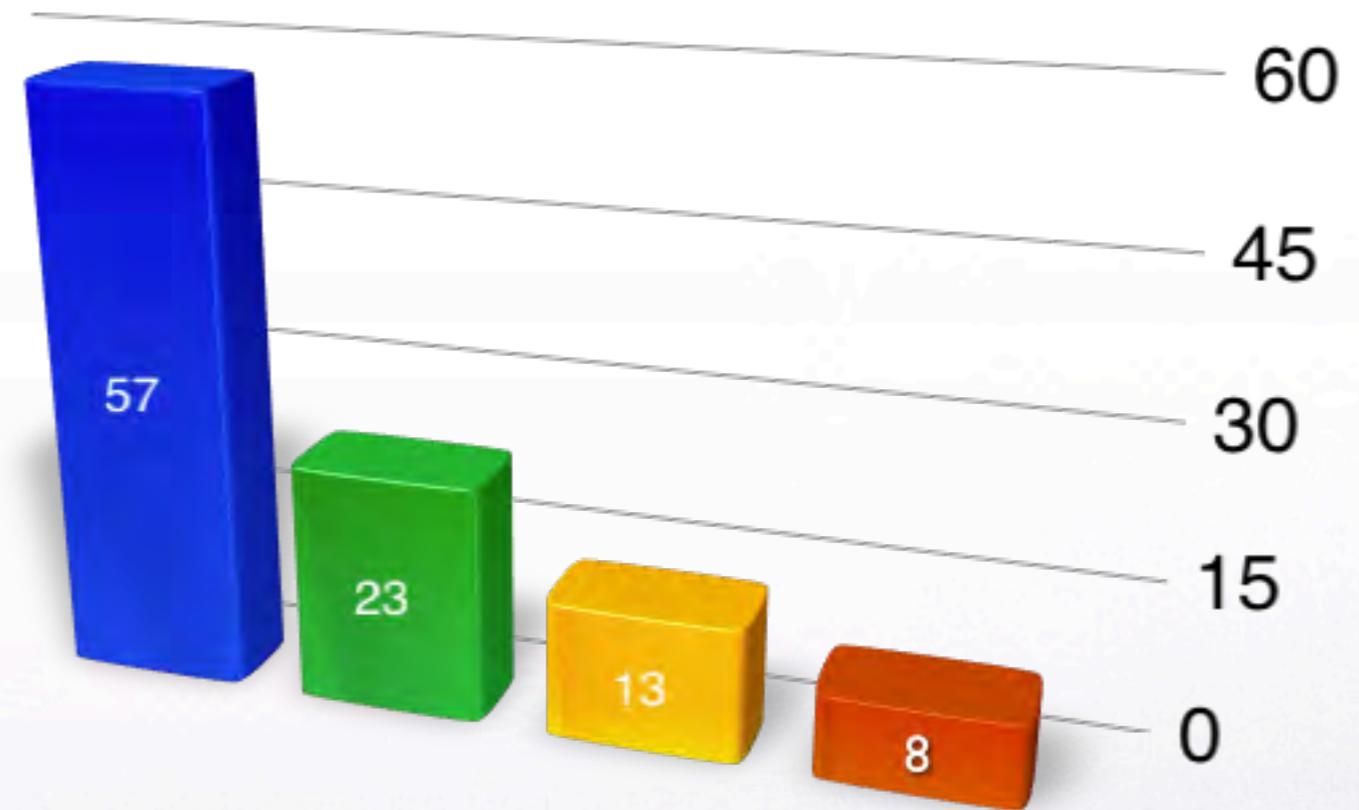




Q5B. Civil partnership / marriage

Getting married

- Seven out of ten respondents are either already in a Civil Partnership or marriage (13%) or hope to enter one in the future (57%)
- Fewer than one in four respondents (23%) have no interest in entering a Civil Partnership or marrying



- Hope to enter civil partnership, or marriage, in the future
- Don't intend civil partnership or marriage
- Have already entered civil partnership, marriage
- Other

January 2011

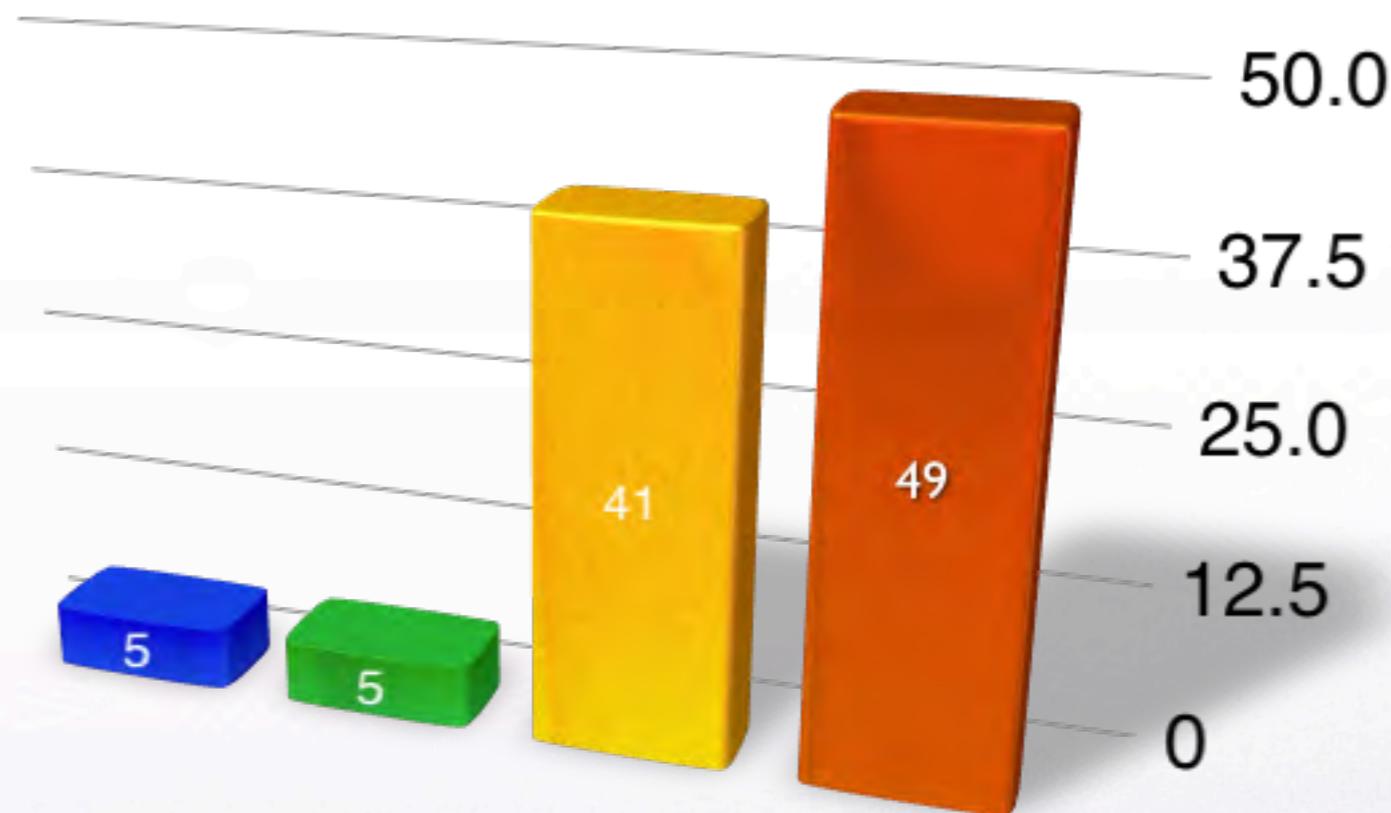


Q5C. What about parenting?



Having children

- Current parenting levels are low
- Four in ten respondents (41%) would like to become parents in the future



- Already have child/ren - live with me
- Have child/ren - not living with me
- Not yet parent, plan to become one
- Not a parent and do not plan to become one

January 2011





MEN compared to WOMEN - What about parenting?

Having children

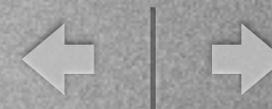
- 16% of women respondents are already parents
- 47% of women and 37% of men plan to become parents



- Already have child/ren - live with me
- Have child/ren - not living with me
- Not yet parent, plan to become one
- Not a parent and do not plan to become one

January 2011

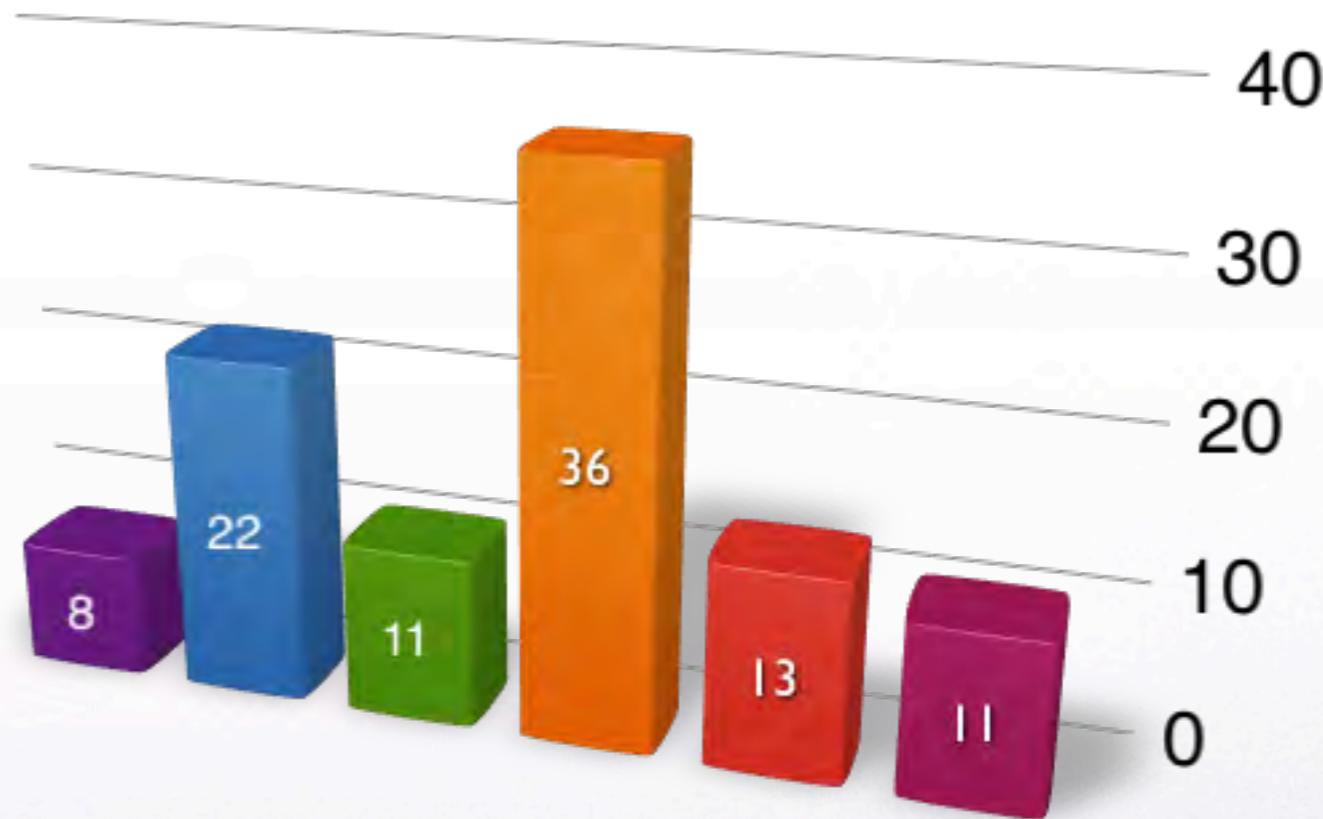




Q6. Highest level of education completed to date?

- Respondents had generally strong levels of completed education
- Four in ten (41%) had either high school or a trades/technical qualification

Education



- Up to 4 yrs high school
- High school graduate
- Technical/trades course
- University degree postgraduate degree
- Postgraduate degree
- Other postgrad or professional qualification

January 2011



NextLevelThinking.

Coming out
Coming in

Think different.

freedom

collection from  Thomson

GayComfort
CERTIFIED 2010

IGLTA
International Gay & Lesbian Travel Association



a range of gay holidays

Ask in store for more details or visit Thomson.co.uk/freedom



What you were searching for.

WIN466

Diversity sells. 2010.



<http://www.youtube.com/watch?v=NjUReHqbiRM>

LGBT2020.

Inclusion

Respect

Argentina.

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

Respect.



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Workingvoices

Building the Diversity Bridge.

Susann**Jerry**

Global Diversity

Communications

Specialist



Policy leadership.

The world's leading employers continue to gain high scores in workplace equality index measures of Diversity and Inclusion policy

- Human Rights Campaign (US)
- Stonewall (UK)

Policy disconnect.

Levels of worker harassment are either not improved or slightly worse than in 2004 and 2007

- Gay men (NL - 2004)
- LGBT (UK - 2007)

Policy disconnect.

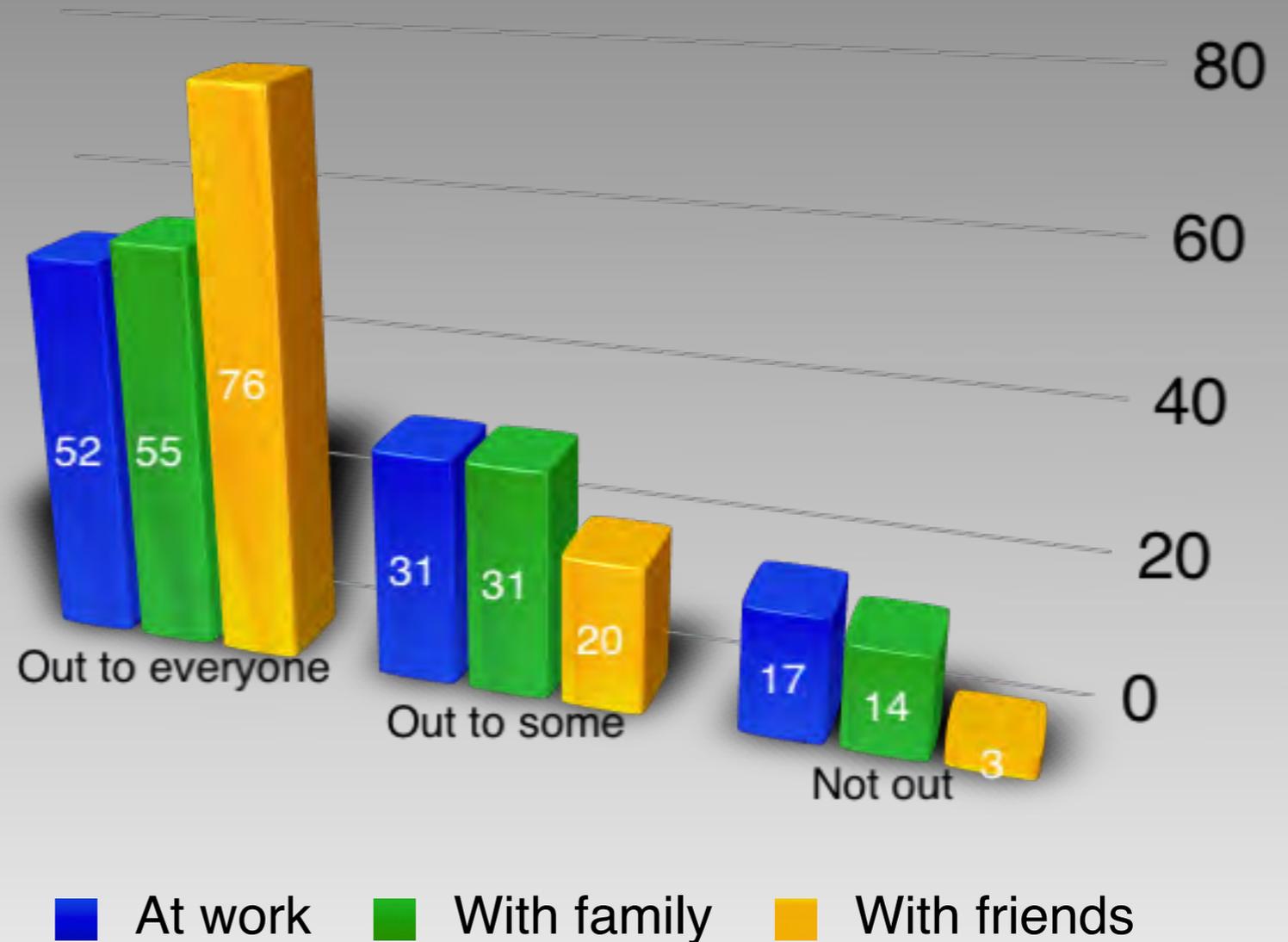
Extent to which workers are able to come out to **everyone** they work with has barely shifted in 5+ years — **despite policy improvements**

- Gay men (NL - 2004)
- LGBT (UK - 2007)
- LGBT (Ireland - 2007)

How out are you?

Being 'out' in the UK

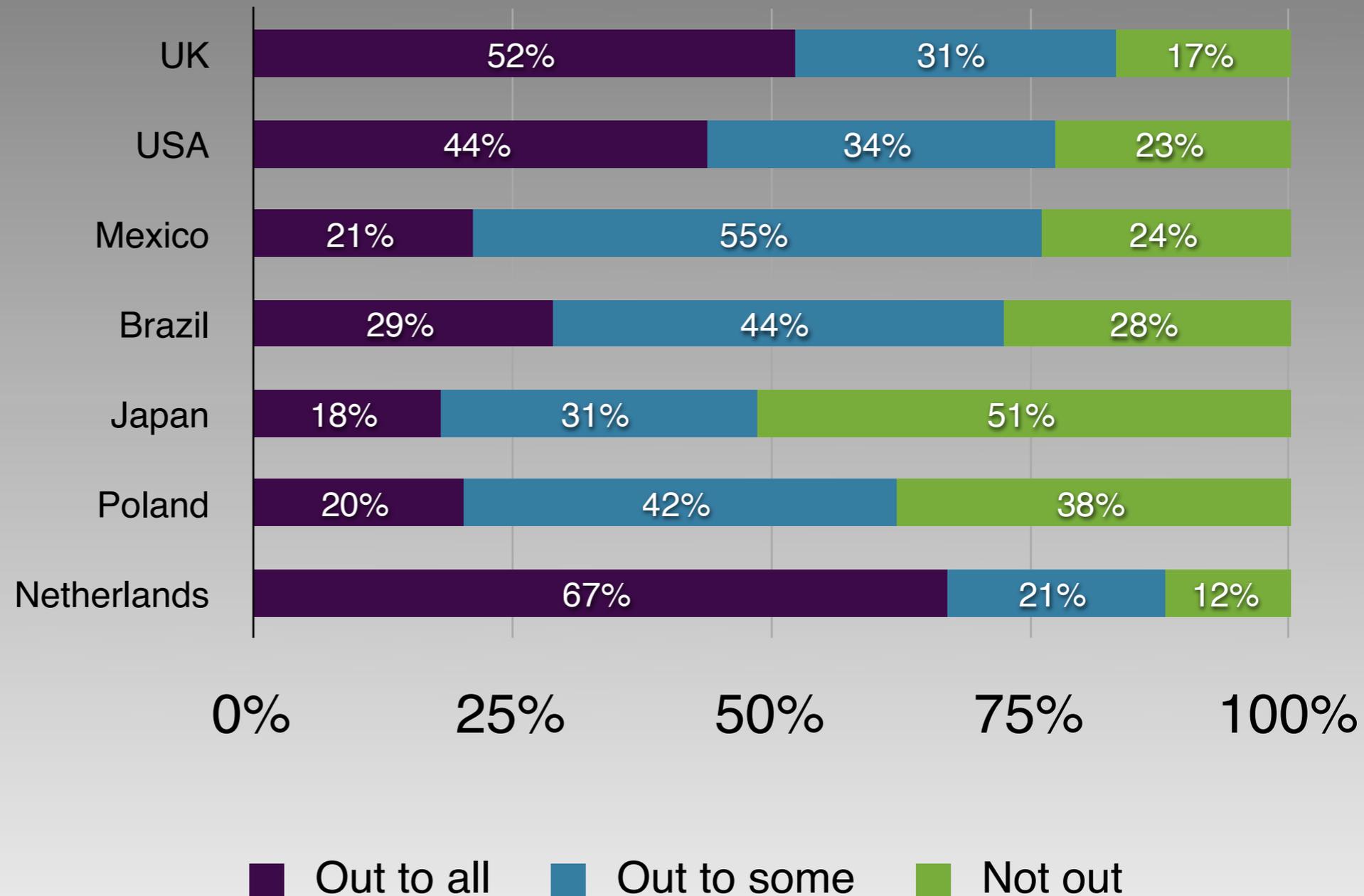
- Almost half (45%) of UK respondents are not out to all of their family
- Three in four respondents (76%) are out to all their friends



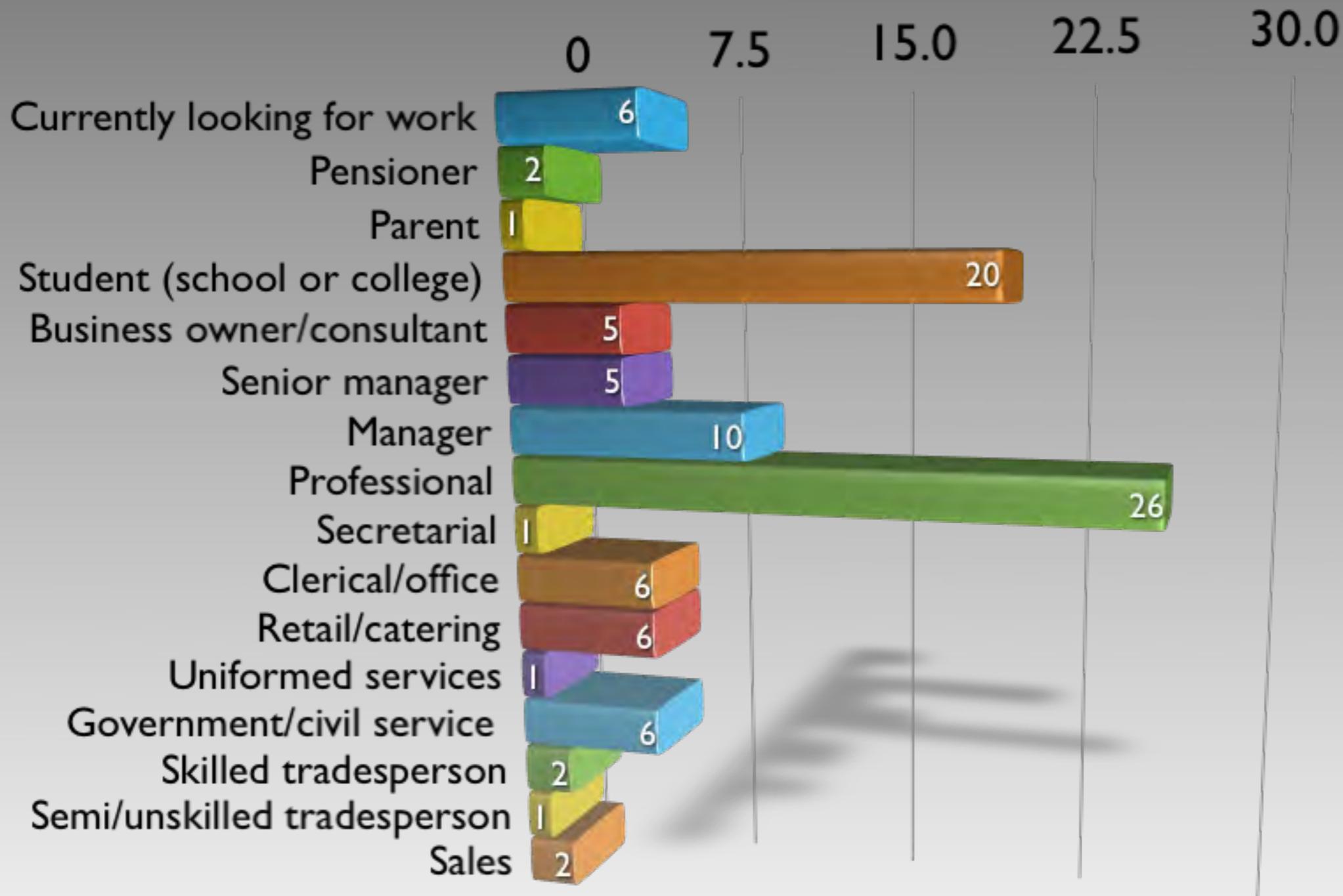
How out are you?

At work...

- Three in ten UK respondents (31%) are in the potentially 'worst' position of being "Out to some" - a situation that can waste a lot of energy and team-building potential in the UK workplace
- Just under half of all UK respondents (48%) do not feel able to be open to all at work about their sexuality



Diverse workforce.

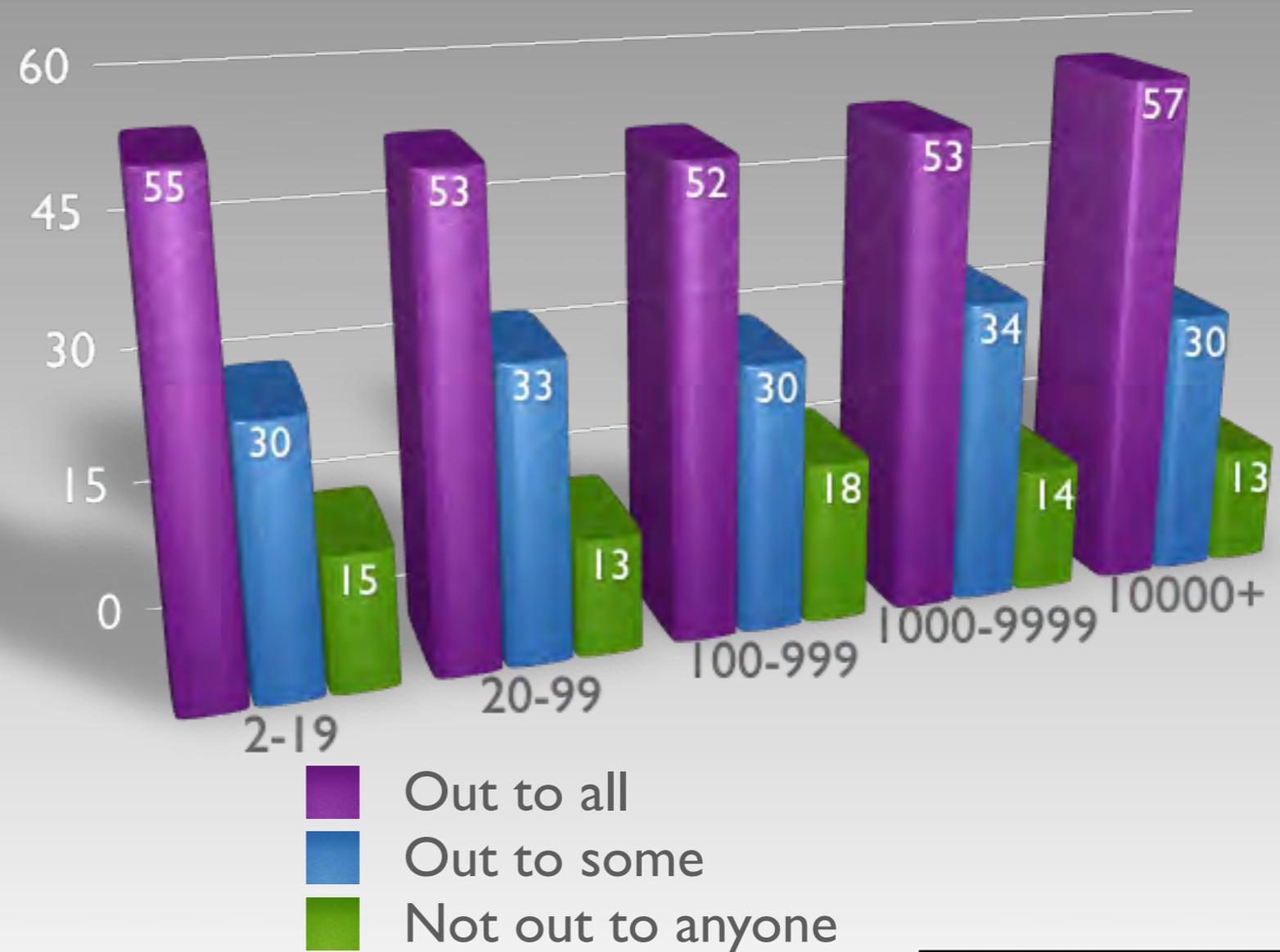


Size matters?

Are you out at work? - Size of employer

Not really.

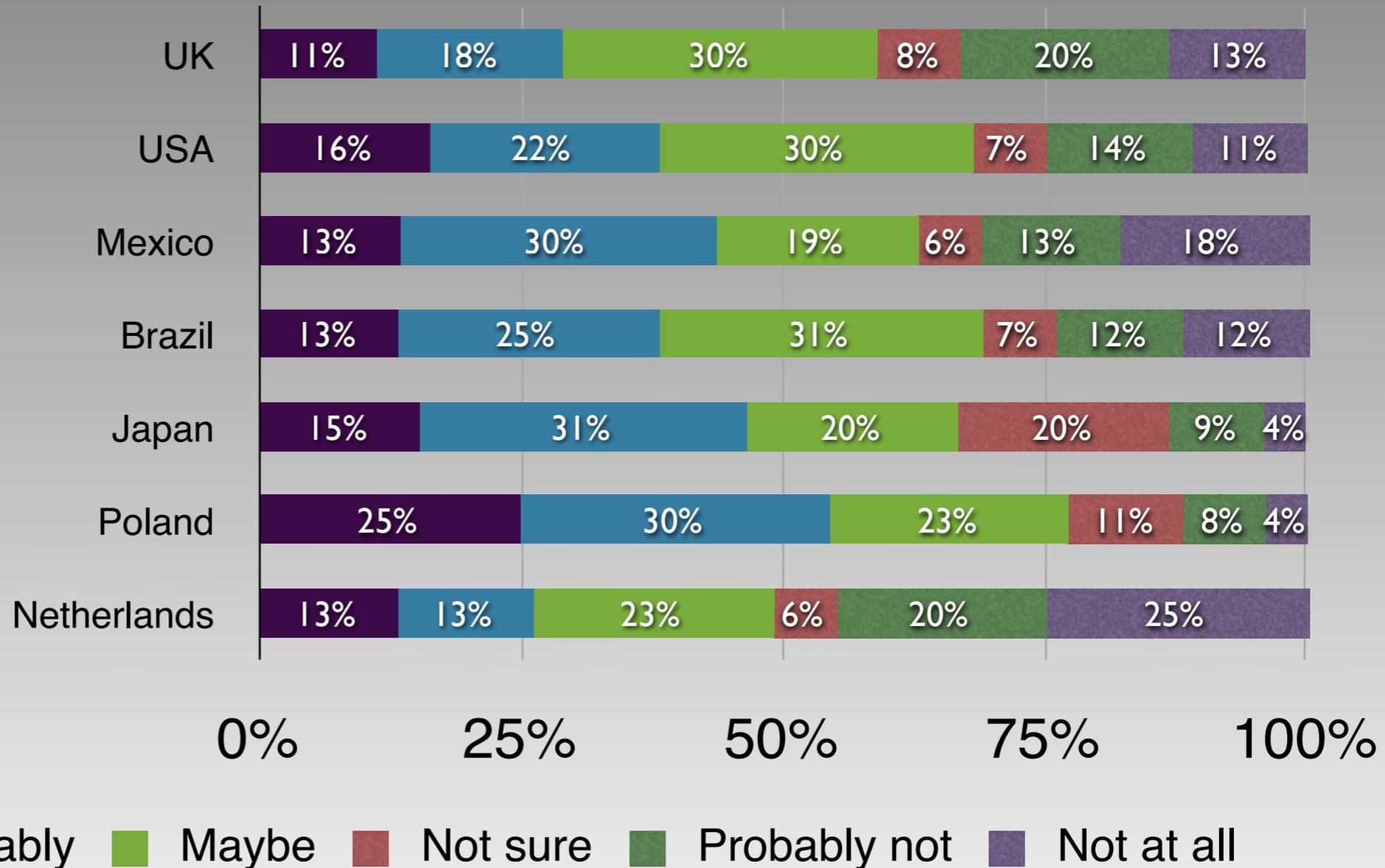
The extent to which people feel able to be out at work is not strongly correlated to the scale of their employer.



Moving on up.

Coming out can harm your career?

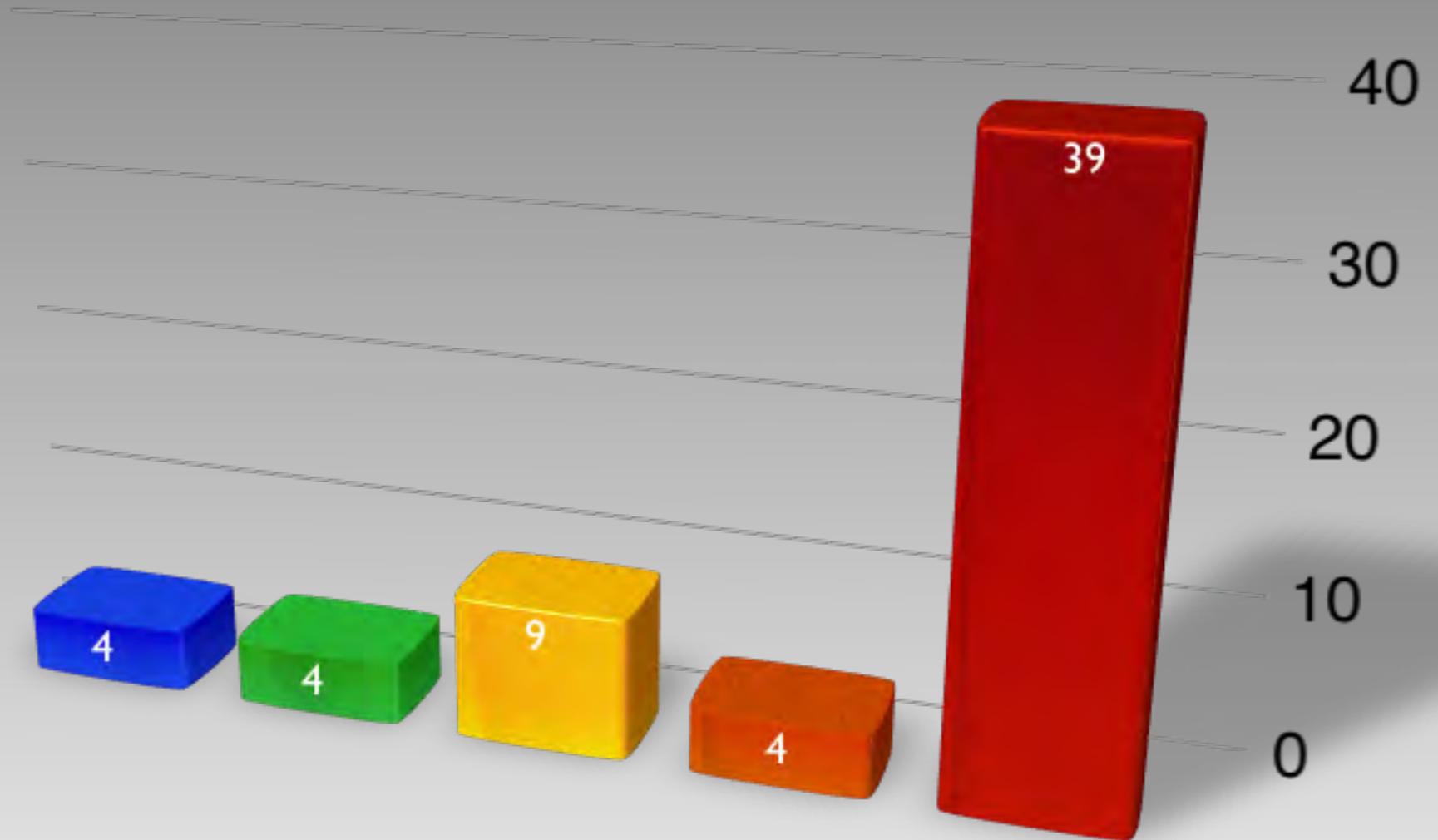
- Three in ten UK respondents (29%) believe coming out to all at work will definitely/probably limit their career progression
- A further three in ten (30%) think it might have career repercussions
- Only one in eight UK respondents (13%) are confident that coming out to everyone at work will not hurt their career



Harassment at work

Suffered from in past twelve months (%)

- Almost one in ten (9%) of employed UK respondents were harassed at work last year because they were thought to be lesbian, gay, bisexual or transgender
- Four in ten (39%) of all respondents were verbally harassed last year due to being perceived as LGBT



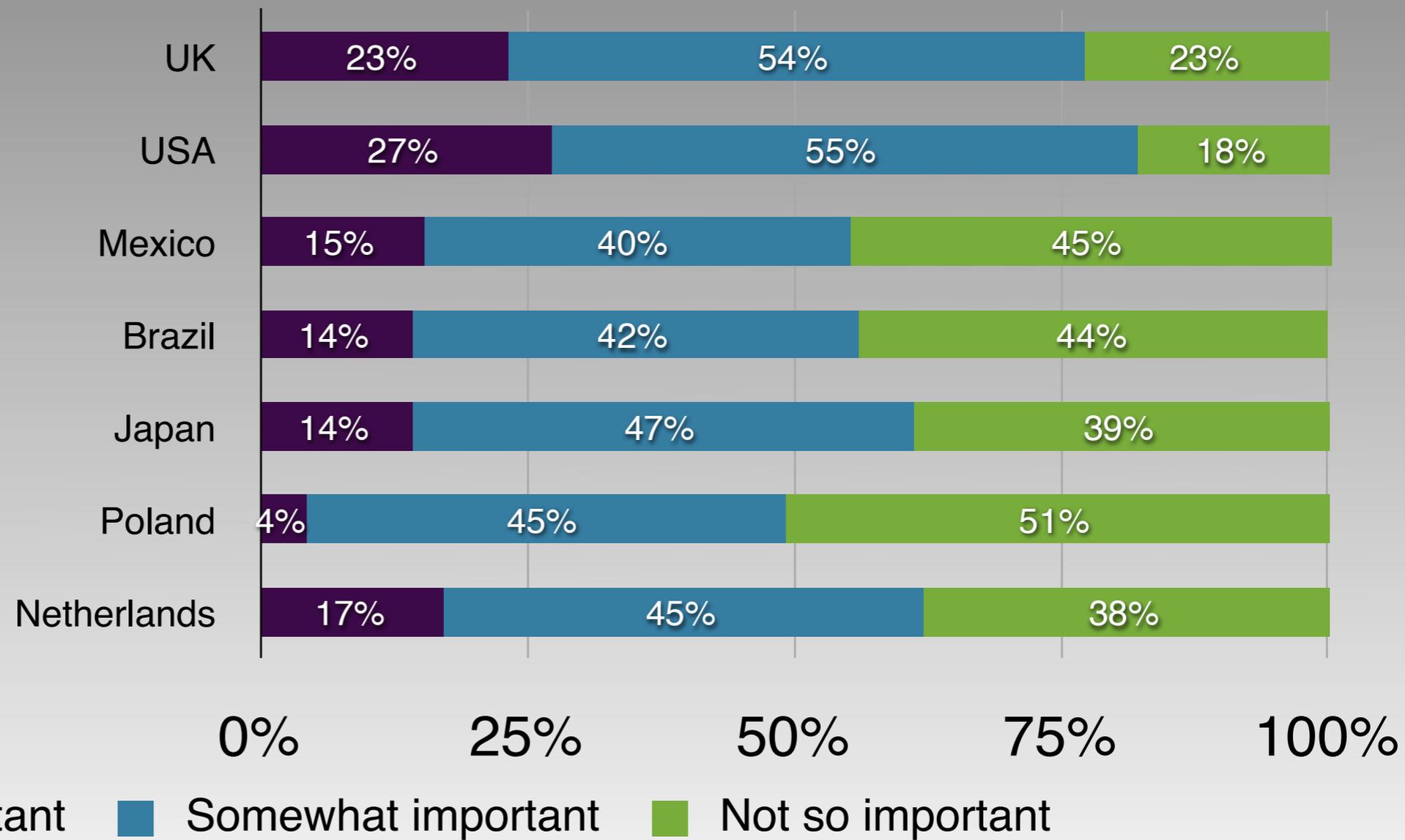
- Physical violence
- Harassment at work
- Verbal harassment

- Harassment by neighbours
- Refusal of goods and services



How important is LGBT policy when job hunting?

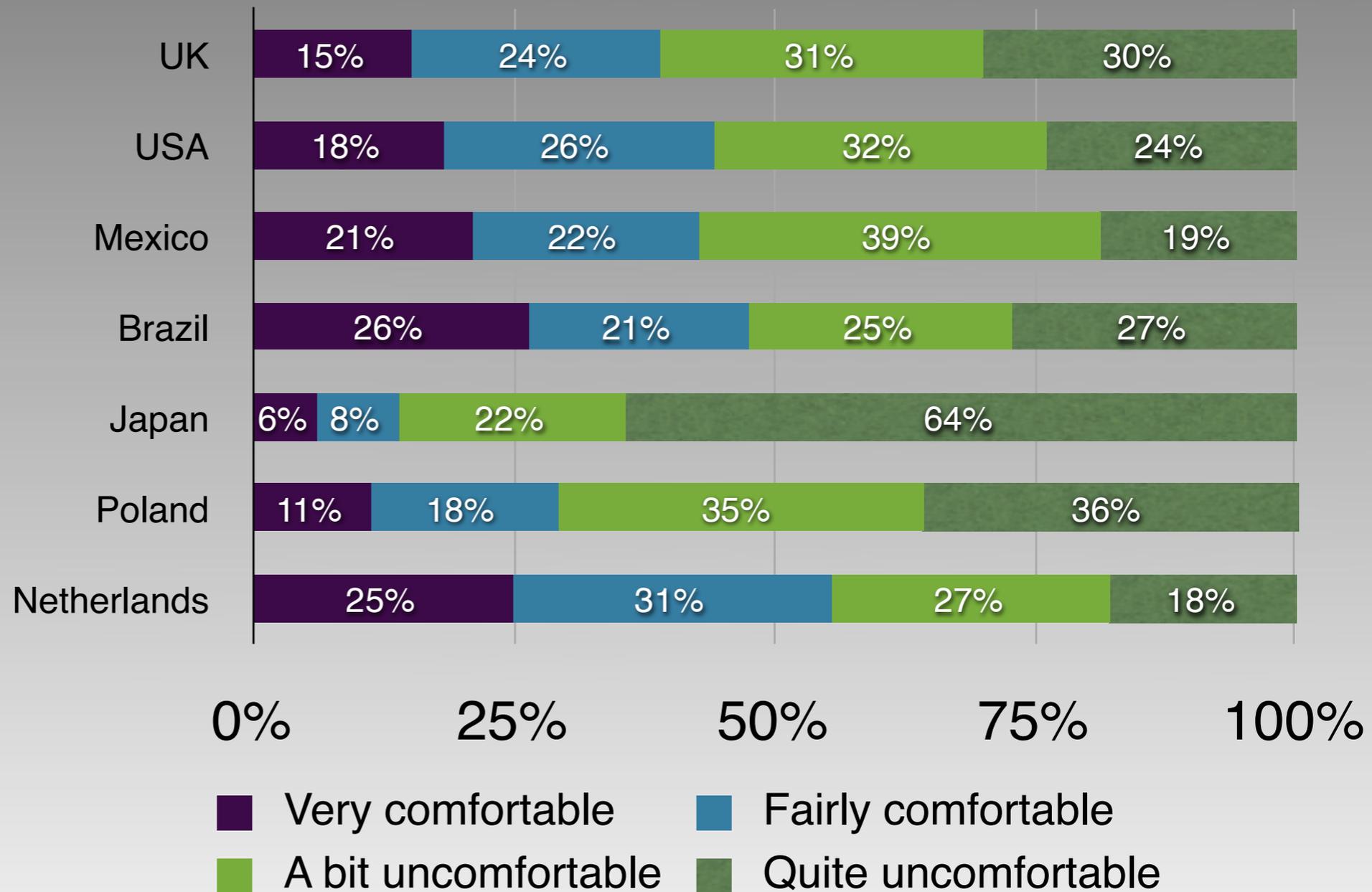
When you apply for a job, how important is it for your potential employer to have an LGBT Equality and Diversity policy already in place?



Are we there yet? No.

How comfortable would you be during a job interview asking a potential employer whether they treat LGBT workers with equal benefits and the same respect as all employees?

- Only 15% of respondents would be “Very comfortable” asking such a question
- Six in ten respondents (61%) are “uncomfortable” asking this critical question - one that could prove key to their job satisfaction as a valuable LGBT employee



Go for gold.

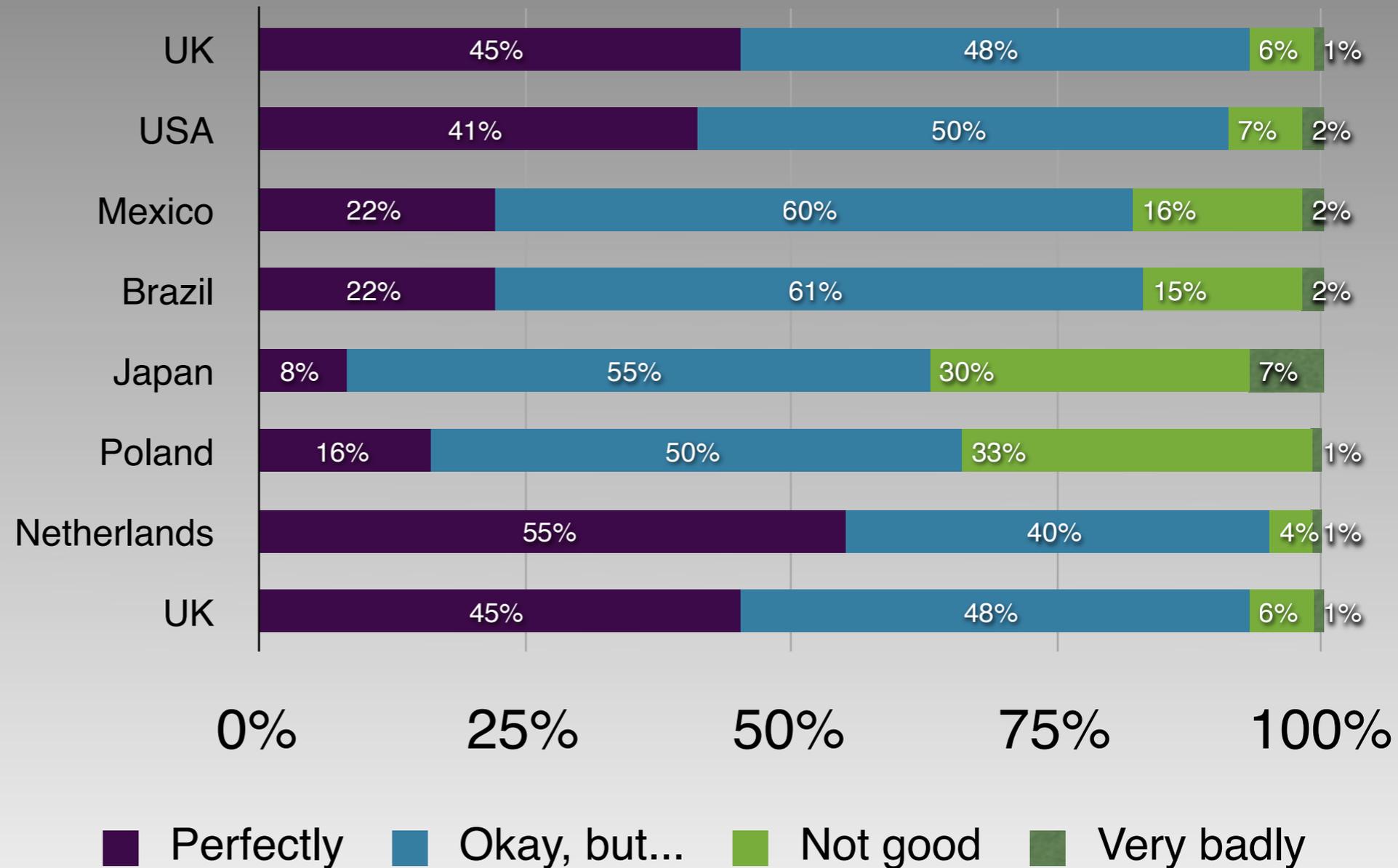
Out Now defines a D&I gold standard for organisations to be that all LGBT people should feel comfortable to ask about prospective employer's LGBT Diversity and Inclusion policy during a job interview.

Policy disconnect.

Most workers witness LGBT problems in their own workplaces in the UK.

How well are LGBT staff treated?

- More than half of all respondents (55%) in the UK think that there are “issues” in their own workplace related to worker sexuality
- 7% of these are described by respondents as being “Not good, there are problems in this workplace” and “Very badly”



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...

The Diversity Bridge.

Out Now launches next month a **D&I gold standard** - for those organisations that choose to lead.

Our **Diversity Bridge** builds a dialogue and creates actions to bridge the gap between great policy and less great daily worker experiences. We lift the reality up to meet the theory of D&I policies in place. Importantly - **diversity sells.**

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Ticking The Box or **Hitting The Mark**



Effective and integrated marketing to LGBT consumers

Kim Watson – MPG

21/1/2011

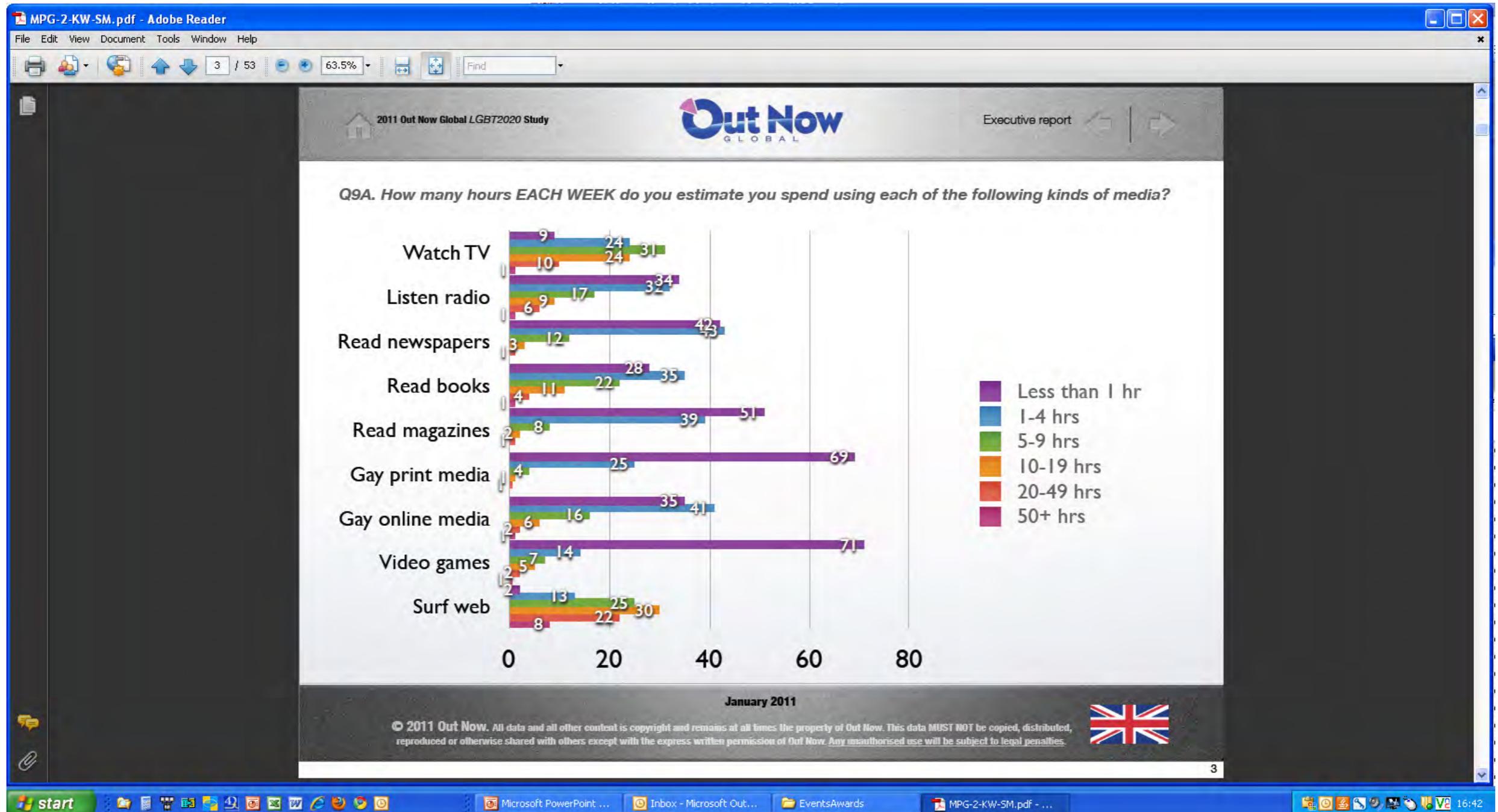
www.millivres.co.uk

Why is an integrated approach important in the UK ?

More people are online 40.5 million in UK

- **Older maturing internet audience** – 1.2 million more 55 plus up 16% YOY
- **Ubiquitous broadband** 92% of UK now have high speed broadband
- **Social Media Fever** – Around 23% of all time spent online in UK is to socialise with others making sessions more immersive, interactive and engaging.
- **Devices and Connectivity** – i-Pads, smart-phones, 3G Dongles and enhanced Wifi are driving an “always-on” culture.
- **Media use by age** - Text more important than email to younger adults. Email of higher importance to 45 plus market.
- **People spending more time consuming media** Media is fragmenting yet people are spending 7 hours 5 mins or **45% of their day their waking lives consuming some form of media** communications.
- **Media multi-tasking** is prevalent. This has also highlighted benefits and increased attention re traditional media – **print and TV benefiting from highest solus attention.**
- Print and online **display advertising** is creating a **halo/media multiplier effect** and supporting online calls to action such as driving search behaviour or research online driving store visits.
- Source: Ofcom/Nielsen/IAB 2010 reports

OutNow UK Media consumption statistics -



OutNow UK Media consumption statistics (applied to Ofcom's media day)

- 31% spend 5-9 hours per week watching TV. (44-77mins per day v UK average = 212 mins per day)
- 32% spend 1-4 hours per week listening to radio (8.5 to 34 minutes per day compared to UK average 91 mins)
- 43% spend 1-4 hours per week reading newspapers
- 35% spend 1-4 hours per week reading books
- 39% spend 1-4 hours per week reading magazines (8.5 to 34 v UK average is 31 mins per day)
- 30% Spend 10-19 hours per week (85 mins to 162mins per day compared to 36 mins per day UK average) surfing the web with a further 22% spending 20-49 hours per week surfing the web (3 – 7 hours per day)

LESS time spent on TV & RADIO MORE time on PRINT and ONLINE MEDIA by the gay market in UK

Specific Gay Media consumption:-

69% spent less than 1 hour per week and 25% spent 1-4 hours per week using **gay print media.**

35% spent less than 1 hour per week and 41% spent 1-4 hours per week using **online gay media.**

UK Sample Social & Search Media

- 62% use **Google** many times per day and 49% a few times per day
- 34% use **Facebook** many times per day and 24% a few times per day. Over 1/3 of GT and DIVA readers use FB many times per day and 66% a few times per day and Pink Paper 30% & 53% high daily use across most age brackets(Under 18-54)
- 62% Never use **Twitter** (only 4% use it daily)
BUT 38% of GT and almost 30% of DIVA and Pink Paper samples use Twitter daily
- 30% use **You Tube** once every few days
- **REMINDER: 23% of UK population uses social media daily**

Portable Media Device Take-Up

by MPG Media Brand compared to Ofcom UK media report

- [GT](#)

73% own a Laptop 26% intend to buy one.
26.1% own an iPhone and 21.2% intend to.
16.4% % own an Blackberry and 8.3% intend to
22.1% have other mobile phone 18.2% intend
6.2% own an iPad 17.5% intend to.

- [DIVA](#)

71.5% own a Laptop 24.7% intend to buy one
17.8% own an iPhone and 17.6 % intend to.
13.2% own an Blackberry and 6.4% intend to
25.2% have other mobile phone 19.7% intend to
1.8% own iPad 9.8% intend to

- [PinkPaper.com](#)

70.4% own a Laptop 24.1% intend to buy one
22 % own an iPhone and 18.3% intend to.
14.9% % own an Blackberry and 5.4% intend to
24.4% have other mobile phone 19.6% intend
2.6% own iPad 15.5 % intend to

64% of UK population own a computer (PC or Laptop)

60% take up of mobile phones

24% own a 3G handset (incl. smart-phone or iPhone)

12% own other handheld PDA/devices (incl. iPad)

Influence of gay media & events

- **Brands Targeting our market need to think about the right media mix because...**
- **60% are more likely to be influenced by well targeted gay marketing activities and...**
- **a further 25% may be influenced by brands actively advertising, marketing or taking our sponsorship targeting gay men and women, or companies with a diversity & inclusion policy. (OutNow 2011)**

Meaningful Engagement

- **Targeting specific audiences** – Lesbian, Gay Men and bi-sexual as well as, geo-demographics, lifestyle and age profiling.
 - Use of an **integrated touch-point driven media mix** – print, digital, events/venues, social media, sponsorship, video and audio.
 - **Use of geographic** targeting via mobile, web segmented network targeting.
- Use of **content driven segmentation** to benefit from media multiplier effect and enhance relevance and engagement.

Content & Channel based segmentation via UK Gay media and community touch-points

LGBT News – PinkPaper.com and Pink News.co.uk aimed at men and women

Men's Lifestyle – GT & Attitude magazines and online

Women – DIVA (print, web and digital) and Gaydar Girls (online dating)

Digital and Mobile media – GT, DIVA & Attitude digital editions and Pink News mobile app.

Shopping Communities – via Prowler Stores, Prowler Direct and DIVA Direct

Targeted events – From Local Prides to Gay Wedding and Gay parenting shows (see following slide)

UK/Europe Ad Network – **Spectrum LGBT Ad network** pulling some these and other LGBT community web sites together coming in Spring 2011.

Digital Radio – Gaydar aimed at men and women

Free & Regional Gay Media – Boyz, QX, G-scene, Midland Zone, Out in The City & G-3

Dating Communities – Gaydar, Parship, Manhunt online and Grindr, QrushR on mobile - 10% or the OutNow sample regularly use dating websites.

Relationships and Alternative Families

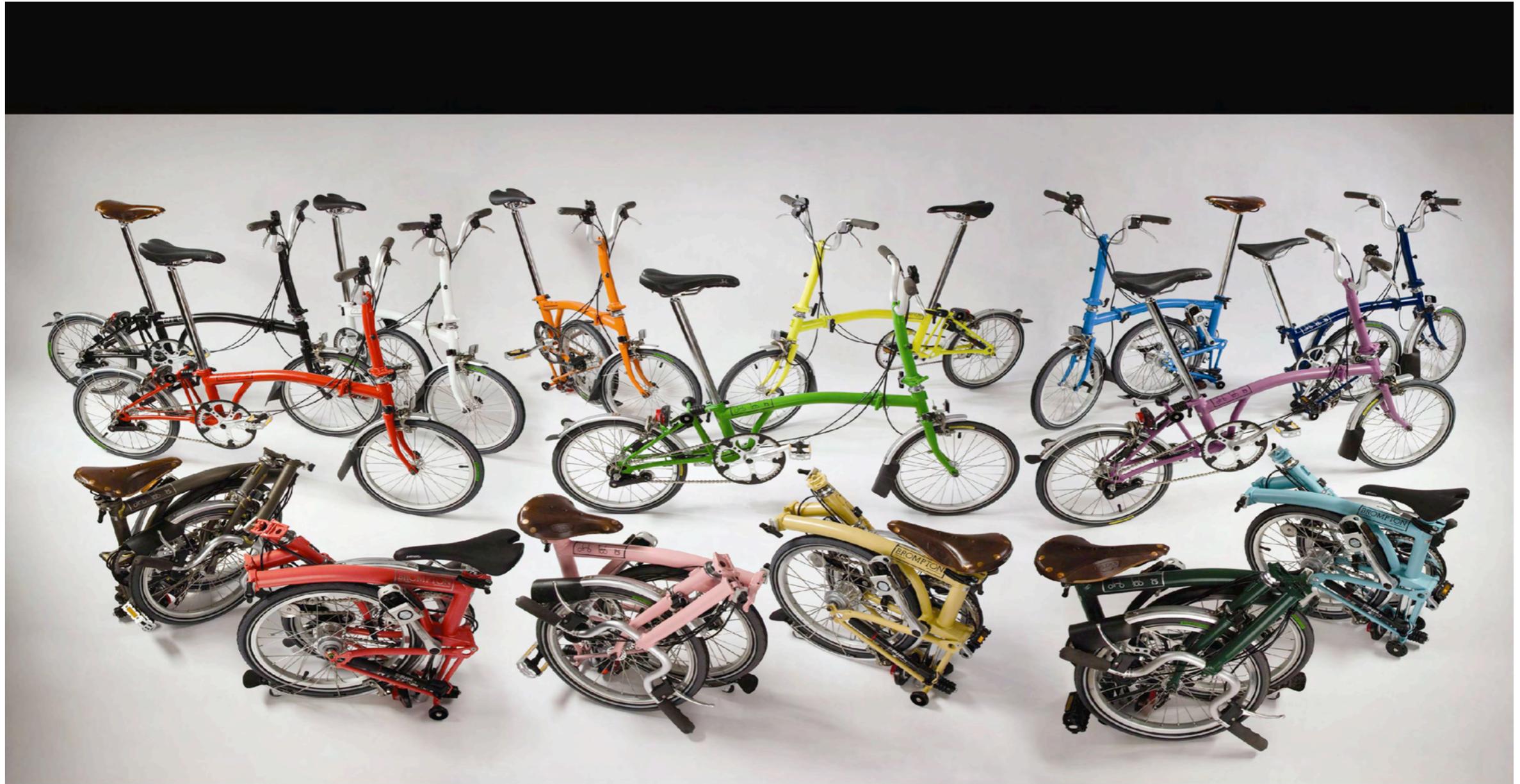
As many (gay men) GT readers & as DIVA readers (women) planning to become parents through adoption, donor or surrogacy.

- Slightly more of the GT than DIVA sample intend to enter into a Civil Partnership in the future
- Removal on 2nd date myth busted! 😊

MPG Media Brands

- GT monthly glossy magazine 68,143 copies
- DIVA monthly glossy magazine 55,643 copies
- Since 1984 Print circulation & Subscriptions
- Since 2009 Digital back issues, single issues and subscriptions showing 80% growth in six months launch via Apps store.

Meaningful print advertising



BROMPTON
www.brompton.co.uk



Made in London with pride

MPG Media Reach

- **Web traffic**
- Pinkpaper.com 240,950 unique visitors per month generating 414,519 page views.
- GT uvpms 53,156 and 175,803 page views
- DIVA 37,902 uvpms and 107,123 page views

Source: Google Jan-Dec 2010

Deloitte Sponsored feature

SPONSORED FEATURE: Deloitte GLOBE Network - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://news.pinkpaper.com/Feature.aspx?id=2193

Most Visited Getting Started Latest Headlines Free Hotmail iGoogle Magazine - GayTimes Millinet 2.0 BETA MPG Digital Advertising Suggested Sites Web Slice Gallery

SPONSORED FEATURE: Deloitte GLOBE...

PinkPaper.com

GRINDR XTRA

Push notifications • No banner ads • Swipe through profiles, Load 100 more guys • Premium support, New features priority • Help Grindr expand!

Download

Advertise on this site

News Your Pink Jobs Dating Awards Login Register

RSS PinkPaper MAGAZINE

News Homepage UK News World News Entertainment Sport Magazine Film and TV Music Food Stage Sponsored Features Galleries

SPONSORED FEATURE: Deloitte GLOBE Network

Imagine working at a major firm where you feel supported and free to be yourself. At Deloitte, our GLOBE network exists to support gay, lesbian, bisexual or transgender people to be comfortable being open about their identity with colleagues and clients alike.

14 December 2010

Post your comment

Imagine working at a major firm where you feel supported and free to be yourself. At Deloitte, our GLOBE network exists to support gay, lesbian, bisexual or transgender people to be comfortable being open about their identity with colleagues and clients alike.

So if you joined us, you'd be among 11,000 dedicated professionals providing audit, consulting, corporate finance, risk management and tax services.

And you'd be working in a culture that knows that individuals perform at their best when they are able to be themselves, and are able to recognise and celebrate what makes each of them unique. The values that we share are strengthened by embracing the individual differences between us.

Deloitte.

Around here only one part matters

FREE compatibility test

I am a woman Looking for a woman

PinkPaper MAGAZINE

Pink Paper xtra Sign up for our free e-newsletter

Pink Paper readers' awards 2011

start

Inbox - Microsoft Out... Deloitte Online - Mess... EventsAwards Microsoft PowerPoint... SPONSORED FEATUR...

18:03

E-Marketing, Social and Rich Media opportunities

- **GT Xtra** e-newsletter sent twice monthly
- **DIVA Xtra** e-newsletter sent twice monthly
- **Pink Paper Xtra** e-newsletter sent 3 times per week

- **SOCIAL Media**
- Facebook GT now has 100,000 followers
- Twitter - hourly tweets and links
- You Tube – added value content and video footage
- Video advertising via pre-roll Pink Sixty News and digital issue hyper-links to own video adverts

GT & DIVA in Apps store

The screenshot shows the iPad app store interface for Gay Times Magazine. At the top, the status bar displays 'iPad', signal strength, '16:28', and '65%' battery. The navigation bar includes 'Shop', 'My Library', 'Bookmarks', and 'Settings'. The main content area features a large cover image of the January 2011 issue, which is titled 'THE HOTTEST ISSUE EVER' and features a shirtless male model. To the right of the cover, the text reads: 'Gay Times Magazine Jan 2011. Thirty one sexy male celebrities all strip completely naked to promote awareness of the Terrence Higgins Trust. This year our naked issue is bigger and better than ever before. Some of the well known names involved include X Factor boybands The Reason and FYD last year's runner up Llovd Daniels and'. Below the text are three purchase options: 'Buy this issue' for £2.99, 'Subscribe for 6 issues' for £13.99 (Save 22%), and 'Subscribe for 13 issues' for £24.99 (Save 36%). There are also 'Contents' and 'Preview' buttons. At the bottom, a horizontal carousel shows a row of magazine covers, including the current issue and others featuring Shayne Ward, 'Most Wanted', and Kylie.

The screenshot shows the iPad app store interface for Diva Magazine. At the top, the status bar displays 'iPad', signal strength, '16:27', and '65%' battery. The navigation bar includes 'Shop', 'My Library', 'Bookmarks', and 'Settings'. The main content area features a large cover image of the January 2011 issue, which is titled 'PARTY PEOPLE' and features Heather Peace. To the right of the cover, the text reads: 'Diva Magazine Jan 2011. This issue of DIVA features an exclusive shoot and interview with Heather Peace the breakout star of BBC's Lip Service. We've also prepared a guide to the best parties this season and the morning after you can check out our new year new you guide - a series of features on how we can make real positive change in our lives.'. Below the text are three purchase options: 'Buy this issue' for £2.99, 'Subscribe for 6 issues' for £13.99 (Save 22%), and 'Subscribe for 13 issues' for £24.99 (Save 36%). There are also 'Contents' and 'Preview' buttons. At the bottom, a horizontal carousel shows a row of magazine covers, including the current issue and others featuring Heather Peace, 'Sex scene', and 'A'.

MPG - Trusted, heritage brands that innovate

- GT est. 1984 and celebrating 400th issue in 10 months time.
- DIVA est. 1994 celebrating 200 issues in Jan 13.
- Pink Paper est. 1986 and 25 in 2012.
- 3 Heritage media brands that are leading through trailblazing change, continued community engagement and relevant reach.



PreferredMediaPartner



- Global program
- Quality media
- Better targeting
- Approved by Out Now
- Advantages



Roadmap

- Welcome + introductions
- Study overview
- Home Office
- Diversity Sells
- Working voices
- Media matters
- **Grey and gay**
- The L in LGBT
- Case study 1
- TUI Freedom
- Case study 2
- Lloyds TSB
- Panel discussion
+ Questions
- Close

Gay, Grey and Growing

Dick Stroud

www.20plus30.com/ggg



10 mins

It is all about numbers

Ageing

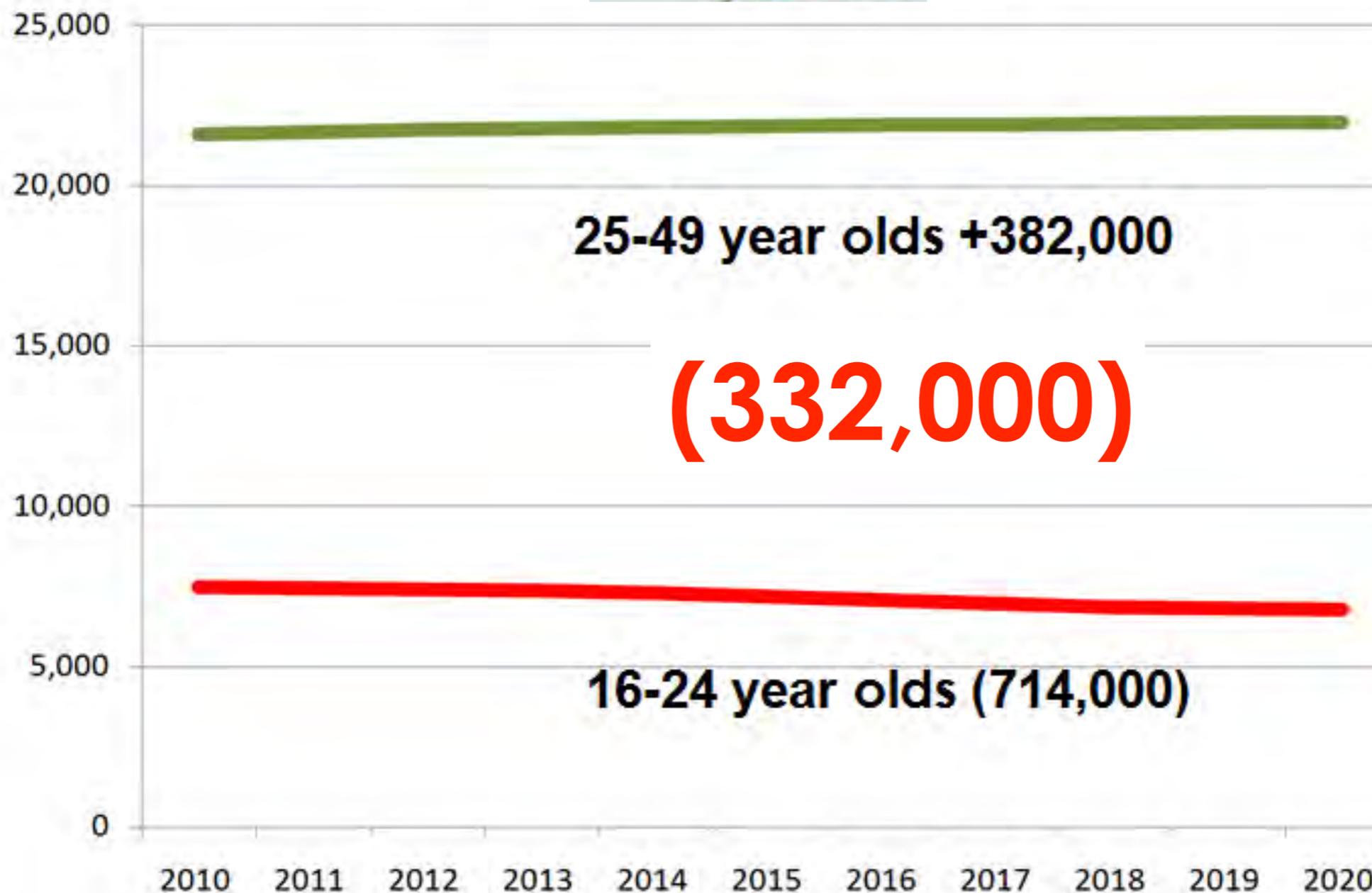
purchase behaviour

media channels

Care services

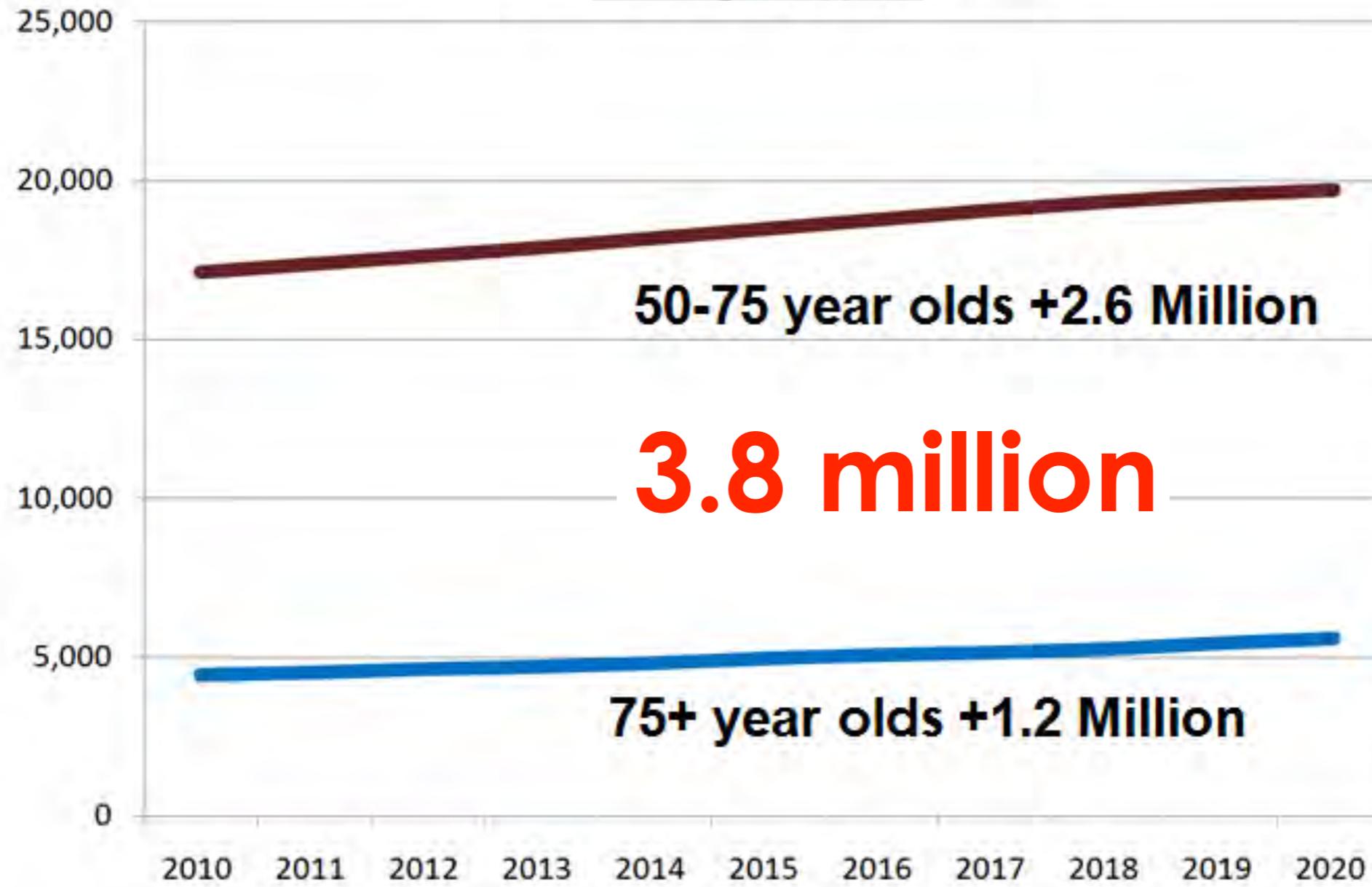


Millions





Millions



US

2020

60+



22 million



15-24



Static

2010

Asia

2020

60+



2010

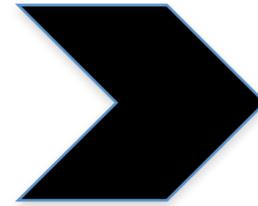
15-24



39 million

Within 20 years, China will have an older population than the United States.

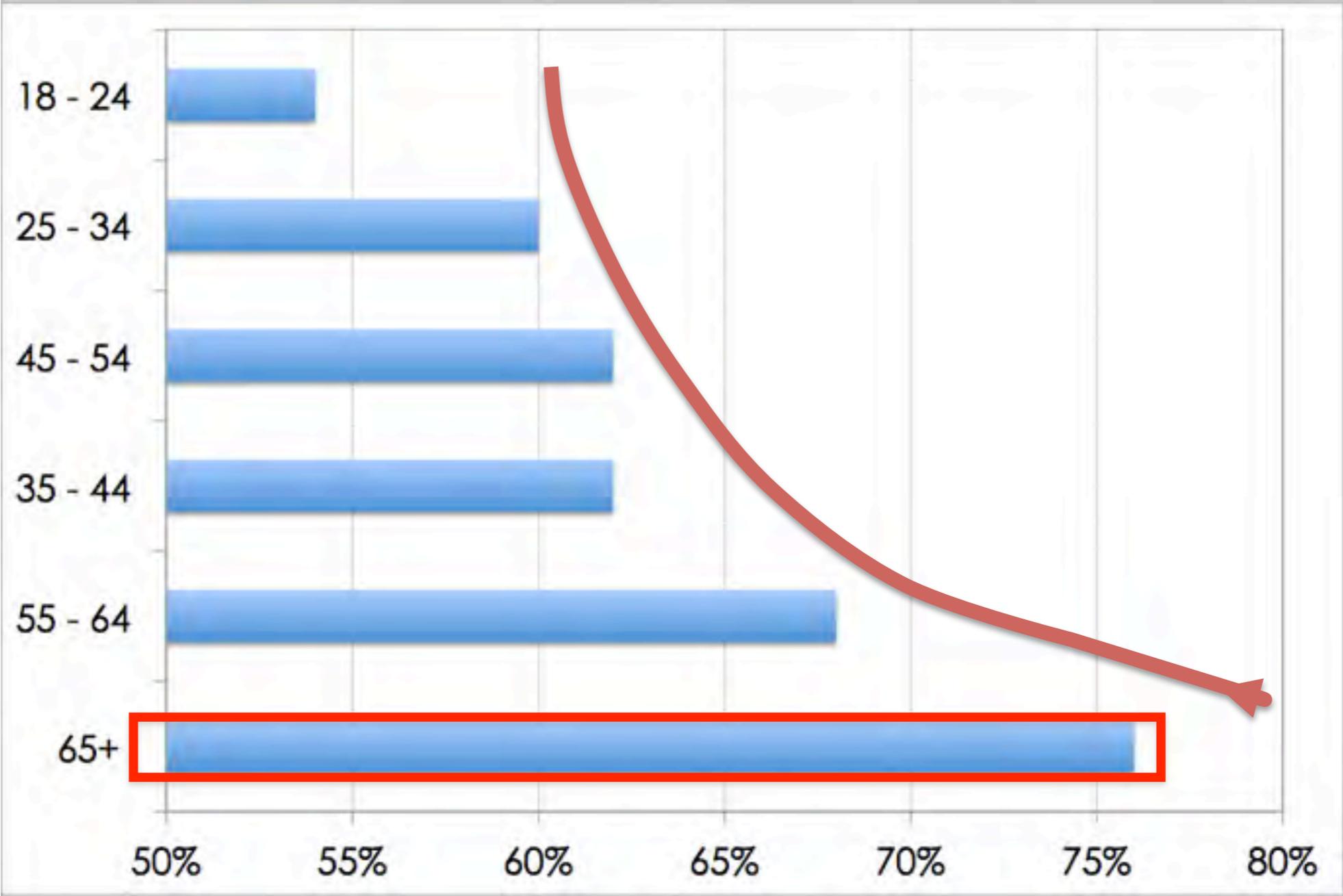
Consumer age



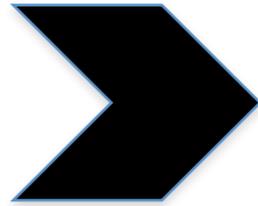
Purchase decision

....knowledge that a company's staff are trained to understand the needs of gay and lesbian customers.....

Would **Definitely** or **Probably** change purchase decision



Consumer age



Media channels



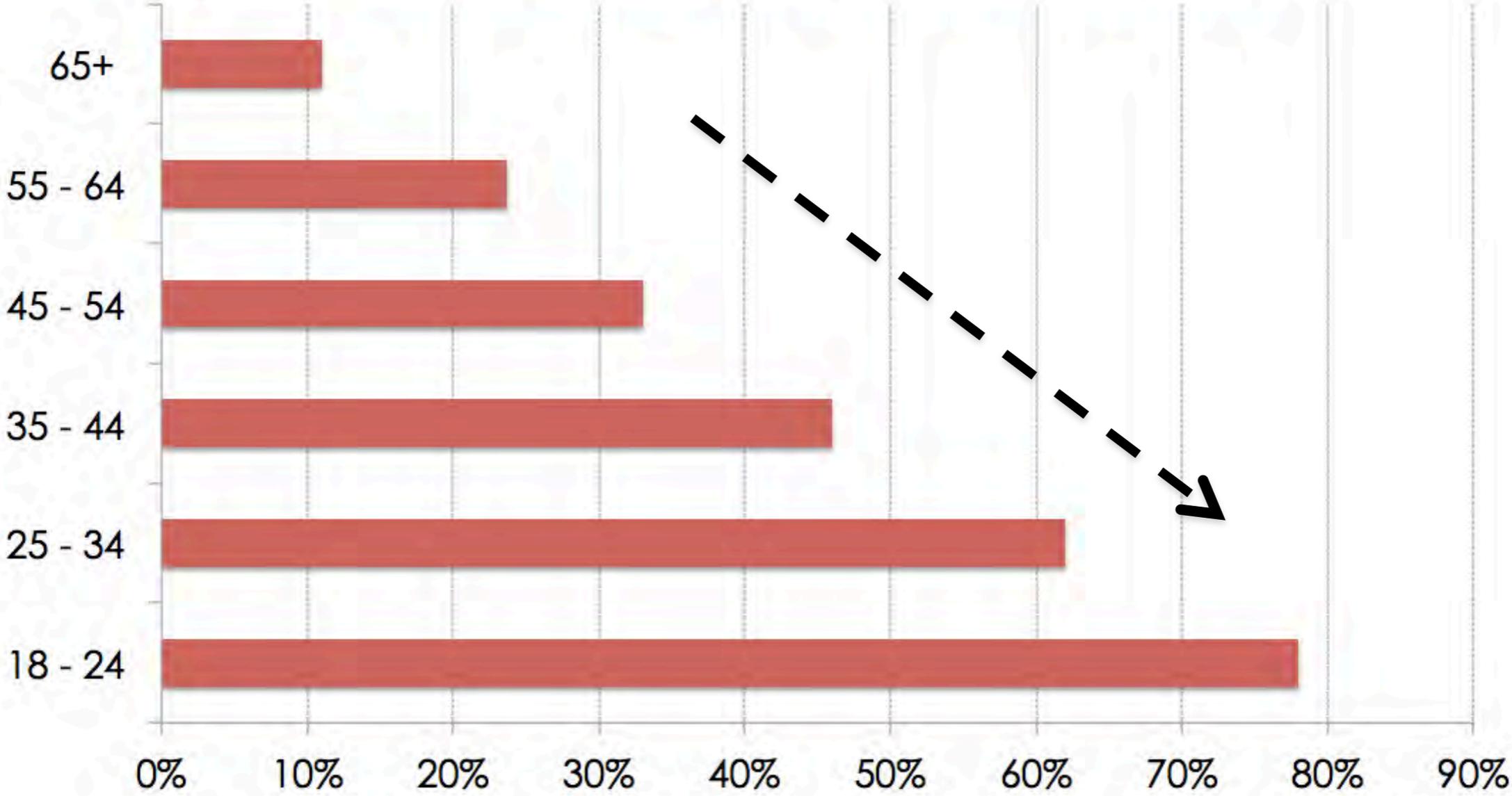
Google™



facebook.



Use many or a few times a day



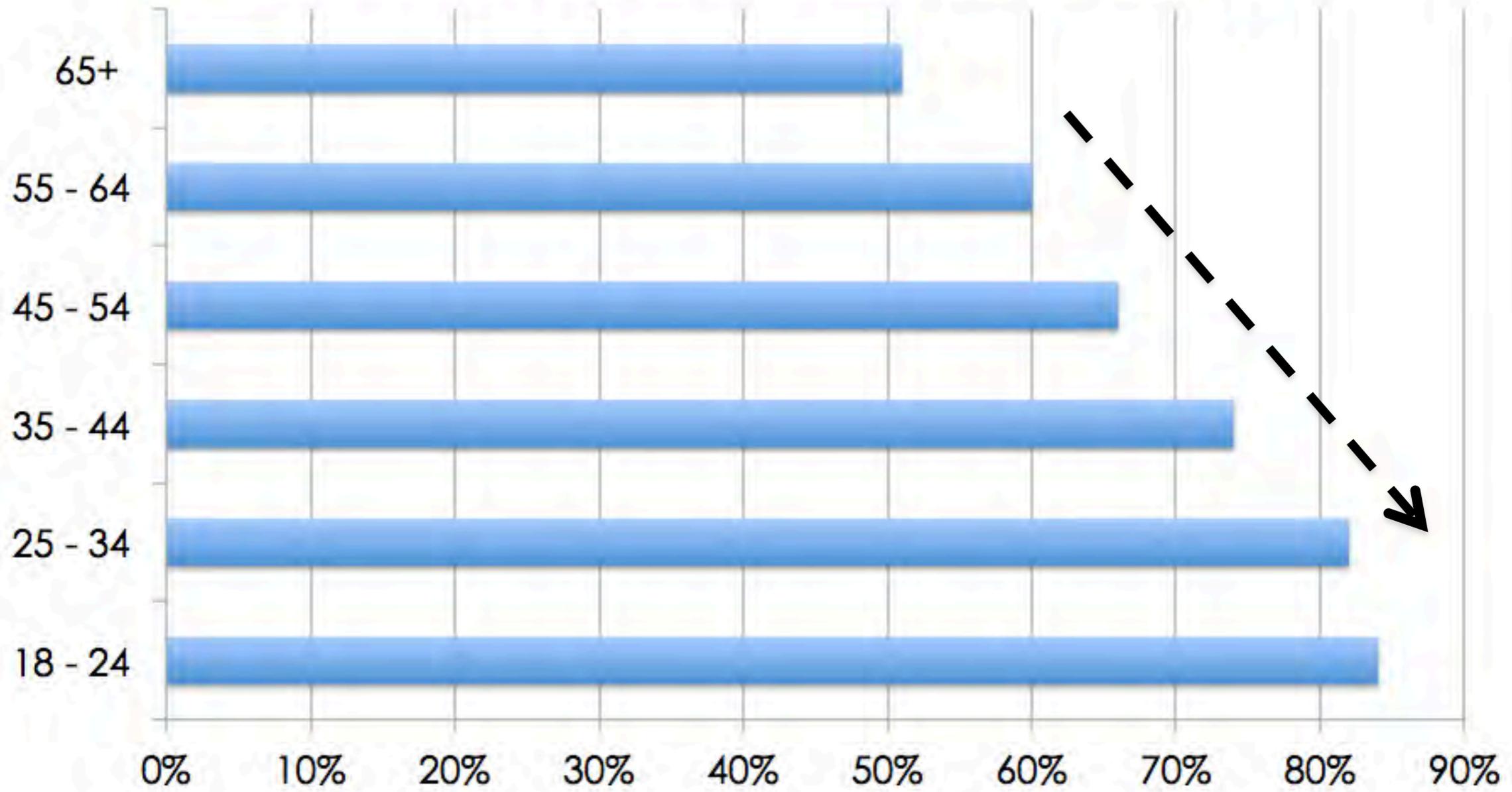
Never Use



	LGBT2020	Ofcom
55 - 64	49%	80%
65+	73%	95%



Use many or a few times a day



Never Use

Google™

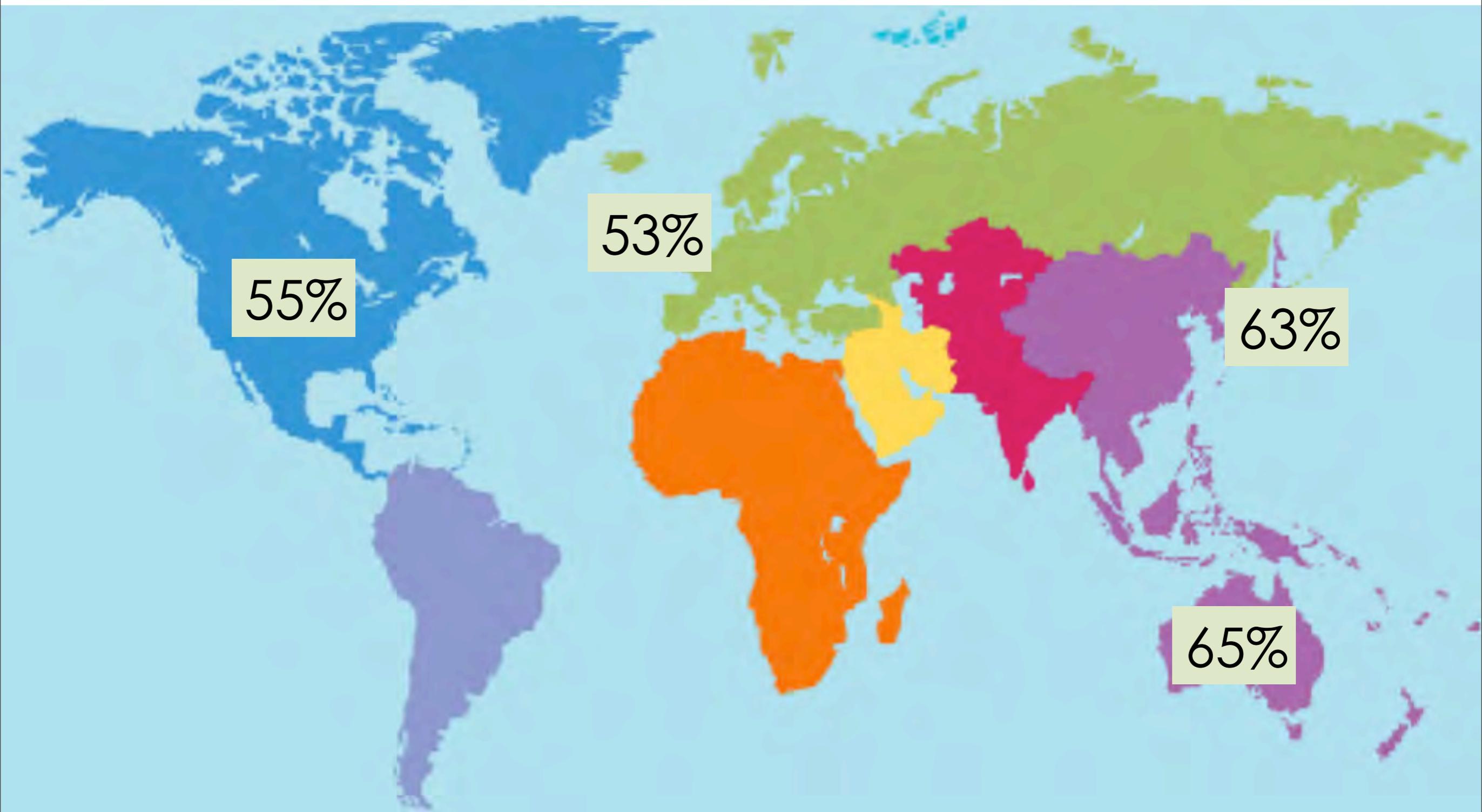
	LGBT2020	Ofcom
55 - 64	10%	31%
65+	21%	65%

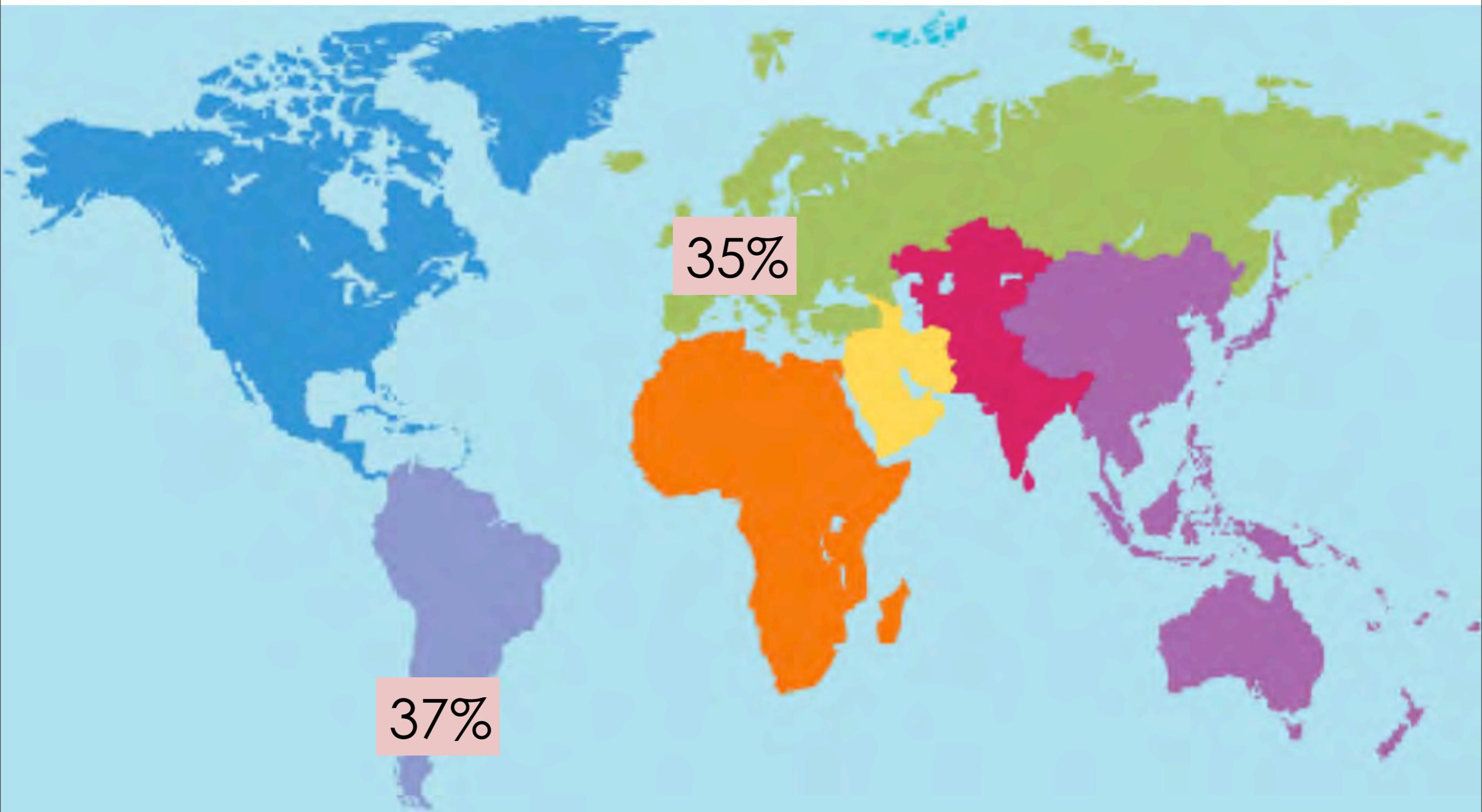


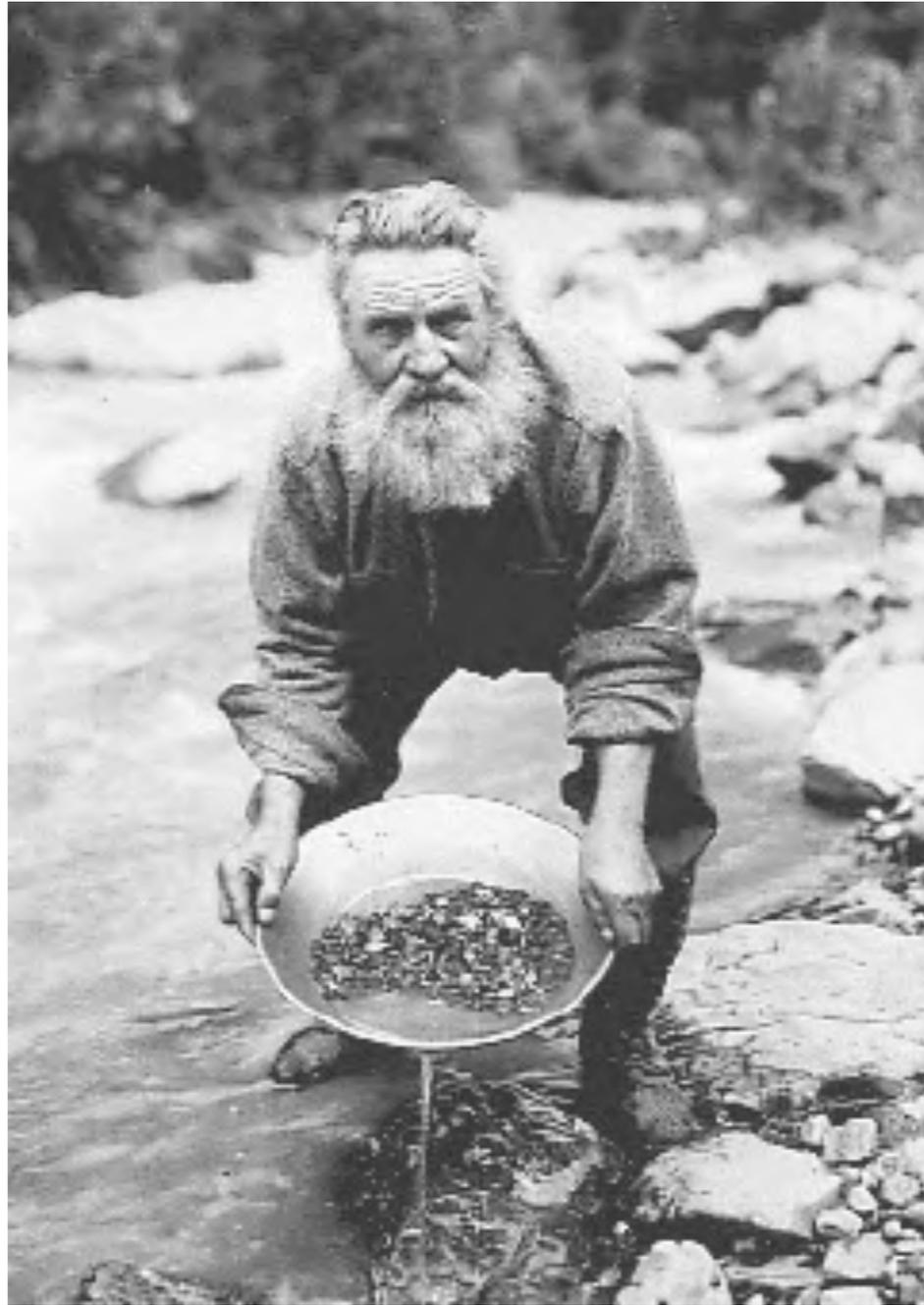
The Care Home



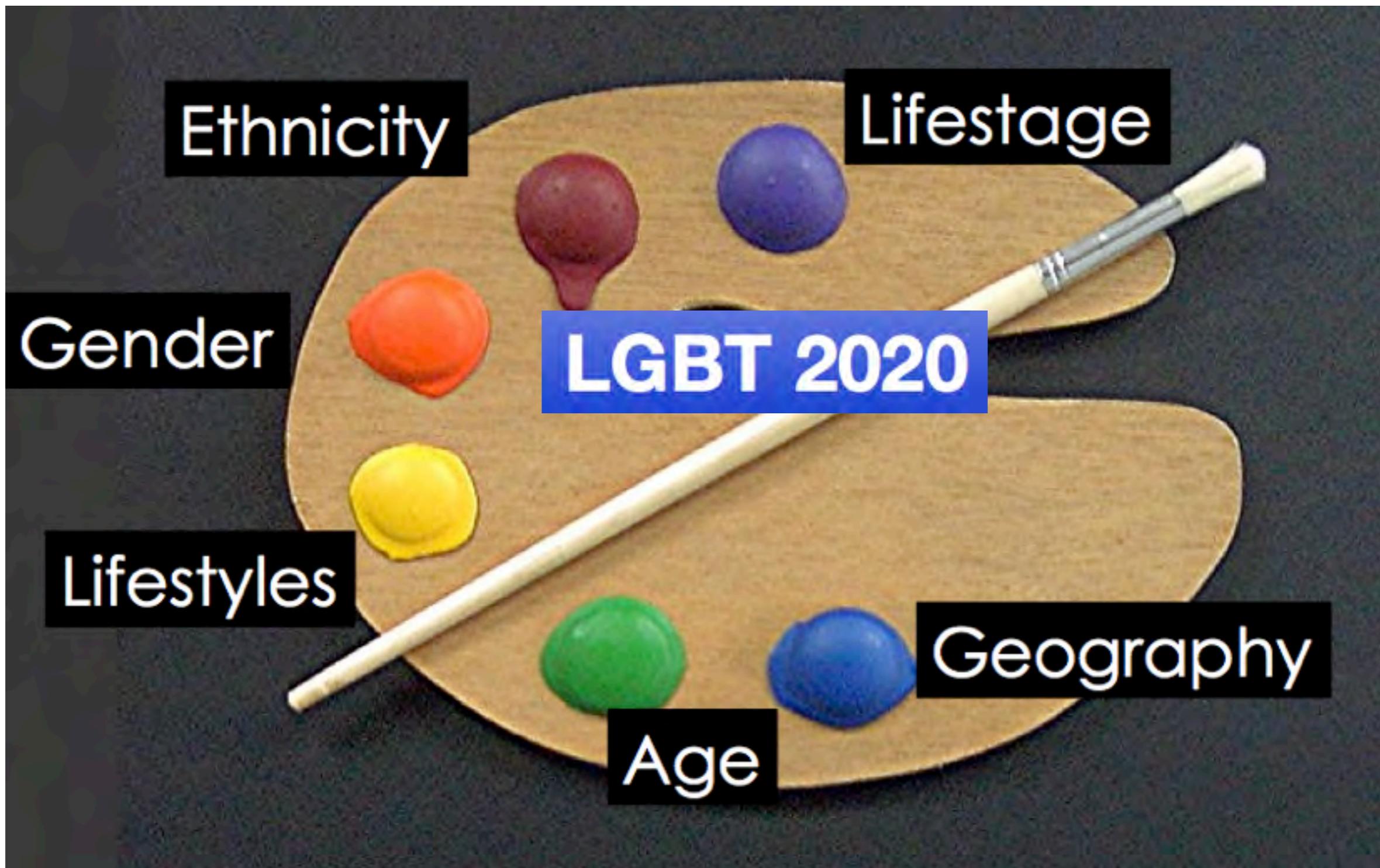
Question? If an aged care community were developed to cater for **LGBT people specifically** how interested would be in living there if you needed care ?







Marketing in a Recession



Ethnicity

Lifestage

Gender

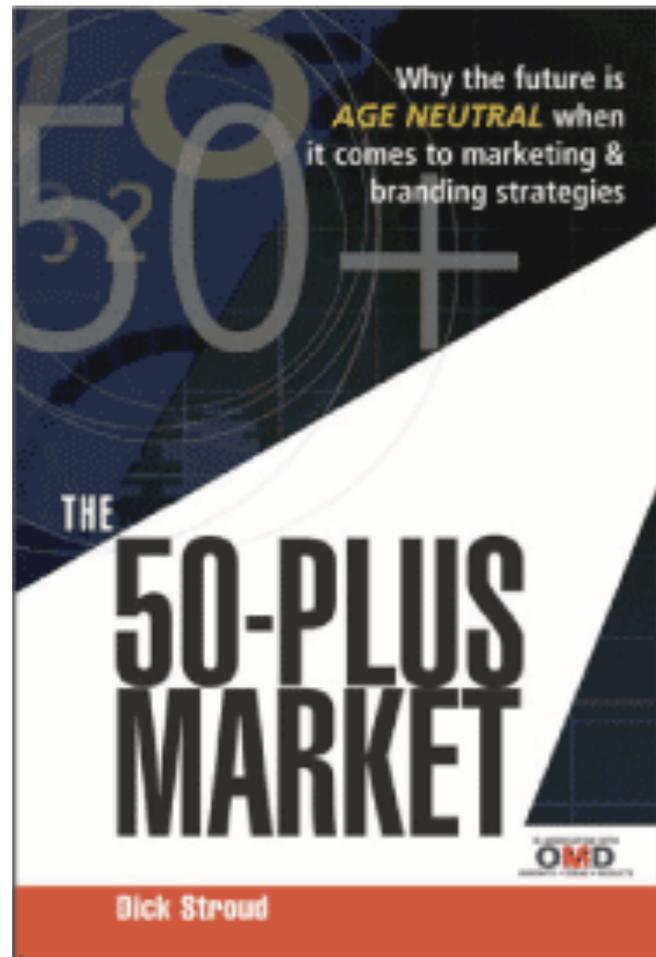
LGBT 2020

Lifestyles

Geography

Age

Thanks for listening



www.20plus30.com/ggg

Further questions

dick@20plus30.com



GenerationStonewall

- The grey gays are growing
- Fewer children
- Specific needs
- New product focus by Out Now
- Better understanding
- Better meet older LGBT needs
- More profitable consumer response + revenues
- **GenerationStonewall.com**

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Next Level.



- Lotte Jeffs
- Out Now Global Lesbian Strategist



Video link.



<http://www.youtube.com/watch?v=JZZvpzsWkpE>

Video links.

BBC Fast Track:

<http://www.youtube.com/watch?v=jwGXdKloiDY>

AFP - FITUR LGBT Madrid:

http://www.youtube.com/watch?v=Kcad_6PHtIE

Product.



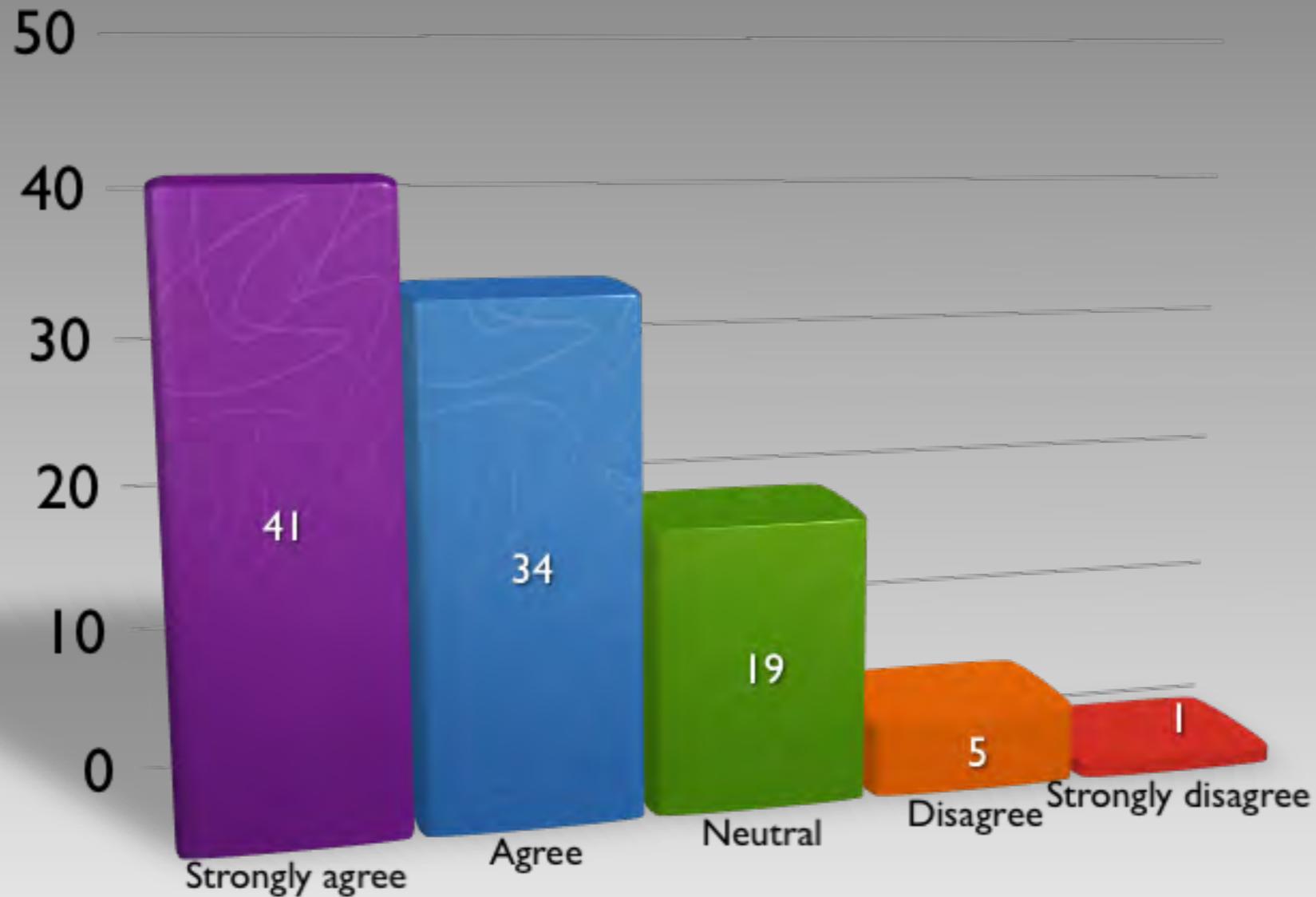
The thing is the staff. They need to be accommodating to same-sex couples.

Even here in the UK - we can still get a funny look from staff.

That's where I'd like to feel comfortable - within the actual hotel.



When I travel I prefer to stay with hotels that I hope are 'gay-welcoming' ...



NextLevelThinking.

Ignorance
Respect

Today's lesson

*What **drives** gay consumers?*

Brand loyalty - you have to earn it

Video link.

Gay Comfort 

http://www.youtube.com/watch?v=Izbrl4_5tyY



[Admin](#) | [Home](#) | [Sitemap](#) | [Contact](#) | [Terms](#)

GayComfort Online training program

With GayComfort training, staff can deliver the world's best standards of service to the lesbian and gay travel market. Gay and lesbian travel is a leisure market worth billions in tourism spending. GayComfort is the unique e-learning program from Out Now that enables those working in tourism and hospitality to deliver superior service to lesbian and gay customers.

- Practical advice.
- Avoiding mistakes.
- Myths and stereotypes.
- Do's and Don'ts.
- Knowledge quiz.

Company

Employers: manage all aspects of your employee training.

- [Sign up](#)
- [Purchase training credits](#)
- [View employee results](#)

Employees

Log-in to take a training session.



[how gaycomfort works](#)



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Differences

Gays and lesbians sometimes get concerned about whether they are going to be accepted as equal, and be treated with respect by all staff.

They can be fearful of bad treatment.

Concerned they may be treated as being different or even unusual.

Due to their own personal experiences, they may be worried about homophobia.

What can I do about this?

There is plenty you can do to improve the experience of your gay and lesbian guests.

Remember that being gay is not something people just choose to be, it is who they are. To them being gay is totally natural, just as being heterosexual is for other people.

Rely on what you learn here, along with your general training and professionalism, to perform at your very best in any situation.

If unsure, do not be afraid to ask a manager's advice.



[...learn more](#)

- 1 2 3 4 5 6 7 8 9 10 11 12 13



¿Por qué es importante?

El 6% de la gente es homosexual. Por lo tanto, de 30 clientes con los que ustedes tratan, 2 son homosexuales.

Tal vez no es posible que puedan afirmar quién es homosexual. Ustedes pueden pensar que saben pero pueden tener

Es un buen negocio

De lo que sí pueden estar seguros es que la cantidad de dinero que gastan los homosexuales cuando viajan es bastante significativa.

Este mercado es tan importante que va a ser importante también para vuestro empleador y para las ganancias de éste. .

Respeto e igualdad

Los clientes homosexuales y lesbianas son iguales que ustedes cuando viajan.

Quieren recibir un servicio profesional y atento, respeto y una bienvenida amistosa.



[...learn more](#)

1 2 3 4 5 6 7 8 9 10 11 12 13



Ausdrucksweise

Vermeiden Sie Ausdrücke wie 'Ihre Freundin' oder 'Ihre Frau' wenn Sie mit einer lesbischen Frau sprechen.

Entsprechend sollten Sie nicht die Begriffe 'Ehemann' oder 'Freund' bei einem schwulen Mann verwenden.

Der Begriff 'Partner' oder 'Partnerin' ist die professionellste und respektvollste Art, sich auf den Partner eines schwulen Mannes oder die Partnerin einer lesbischen Frau zu beziehen.

Schwule Hochzeiten

In einer steigenden Zahl von Ländern können lesbische Frauen und schwule Männer eine eingetragene Partnerschaft oder Ehe eingehen..

Sie werden vielleicht Heiratsempfänge durch Sie organisieren la

Weitere praktische Tipps



[...lernen Sie mehr](#)

1 2 3 4 5 6 7 8 9 10 11 12 13





Welcome: Ian Johnson [Log out](#) | [Home](#) | [Sitemap](#) | [Contact](#) | [Terms](#)

Other Experiences

"I don't know. I just feel unsure about whether the staff (at hotels) are always that comfortable with the fact that I am checking in with my partner. It's not always obvious we are a gay couple, but as soon as they notice the booking is for a double bed, the mood seems to change"... Bill, 61

"We had a really bad experience in the States - the staff were so cold and unwelcoming we couldn't wait to leave. They didn't say anything, we could just kind of tell it was because we are gay. It wasn't just at check-in either, it happened everywhere we went in the place"... Sue, 26

"Once, when we got a drink in the lobby, I thought I heard this girl working there say something under her breath about us"... Jason, 42

"I get really annoyed when they automatically assume I am a lesbian just because of how I look. How do they know?"... Jill, 35



[...learn more](#)

- 1 2 3 4 5 6 7 8 9 10 11 12 13



Gay Comfort



Training leads to accreditation

GayComfort

**Practical
advice**





GayComfort 

Key gay travel concerns

Avoiding mistakes





GayComfort 

Do's and Don'ts

Myths and stereotypes



GayComfort



Language advice

GayComfort



Knowledge quiz





“GayComfort is a major step forward for the global travel industry when marketing to gay customers.”



International Gay & Lesbian Travel Association

Next Level

Gay Comfort

CERTIFIED 2011

“If the consumer senses that it's nothing more than a quick 'pink dollar grab' then the cynicism will kick in immediately and those hotels, airlines and destinations will find they will not get the returns on their investments.” - AFP, January 20 2011.



Video link



http://www.youtube.com/watch?v=Kcad_6PHtIE



Roadmap

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- Case study 2 - Lloyds TSB
- Panel discussion + Questions
- Close

LGBT goes mainstream.

Thomas**Lynch**

Product Development and
Delivery Manager
TUI UK and Ireland

freedom

collection from  **Thomson**

What you were searching for.

LGBT is mainstream.

- Most important person = customer
- TUI expanding diversity of product
- Niche market opportunity
- **How to implement?**
- **Real world**
- Meeting challenges

freedom

collection from  Thomson

What you were searching for.

Beginning.

- Research
- Seek match of product with customer
- Internal focus
- Customer focus
- Supplier focus

freedom

collection from  Thomson

What you were searching for.

Launch.

- s10
- Start realistically and build
- Expect the unexpected - it's natural
- Volcanic welcome
- Be nimble
- Adapt
- Stay future-focused

freedom

collection from  Thomson

What you were searching for.

Product.

- Male bias
- **Female sales strong** on limited product
- Male-only product
- Female-only product
- Customer issues - be ready
- Customer issues - be open
- Market issues - be adaptable

freedom

collection from  Thomson

What you were searching for.

Launch.

May 2010 – October 2010
1st Edition

freedom
collection from Thomson



A collection of Gay-friendly holidays exclusively from Thomson

freedom
collection from Thomson

What you were searching for.

Takes work.



Because the Thomson Freedom Collection isn't about awkward moments...

GayComfort CERTIFIED 2010

Sometimes a holiday can offer up some toe-curling scenarios. You know what we mean – the customary ‘can we swap our twin room for a double?’ question or the surprised looks when you walk through reception hand in hand. But GayComfort has been designed to do away with all that.

It's an education programme designed by Out Now, leaders in promoting gay and lesbian travel. GayComfort is referred to as ‘the best gay training and accreditation programme in the world’ by leaders in the travel industry. Staff at each and every Freedom property complete the course to make sure you feel at home the moment you step into the lobby. So in other words, these hotels haven't just ticked a box to say they're gay or lesbian-friendly.

The reason we've taken this approach is because three out of four gay or lesbian holidaymakers actively seek hotels they believe are 'genuinely' welcoming. And research shows most are worried about the reception they'll receive from, well, reception - not to mention the bar staff, the housekeepers and the waiters. More and more, people are looking for confidence that their holiday will be a hassle-free experience.

When you stay at our GayComfort accredited properties, you can relax and feel comfortable being yourself. Isn't that how travel should be?



“GayComfort is a major step forward for lesbian and gay travellers.”
International Gay and Lesbian Travel Association

What you were searching for.

GayComfort
CERTIFIED2010



Freedom.

The new way to travel this summer

- Extensive choice
- Regional departures
- Instant bookings

Backed by the power of Thomson

Discover just how easy it now is to set yourself free



www.thomson.co.uk/freedom

freedom

collection from Thomson

What you were searching for.



freedom
collection from Thomson

2010.

Romance.

Gay Comfort
CERTIFIED 2010



The new way to travel this summer

Extensive choice
Regional departures
Instant bookings

Backed by the power of Thomson

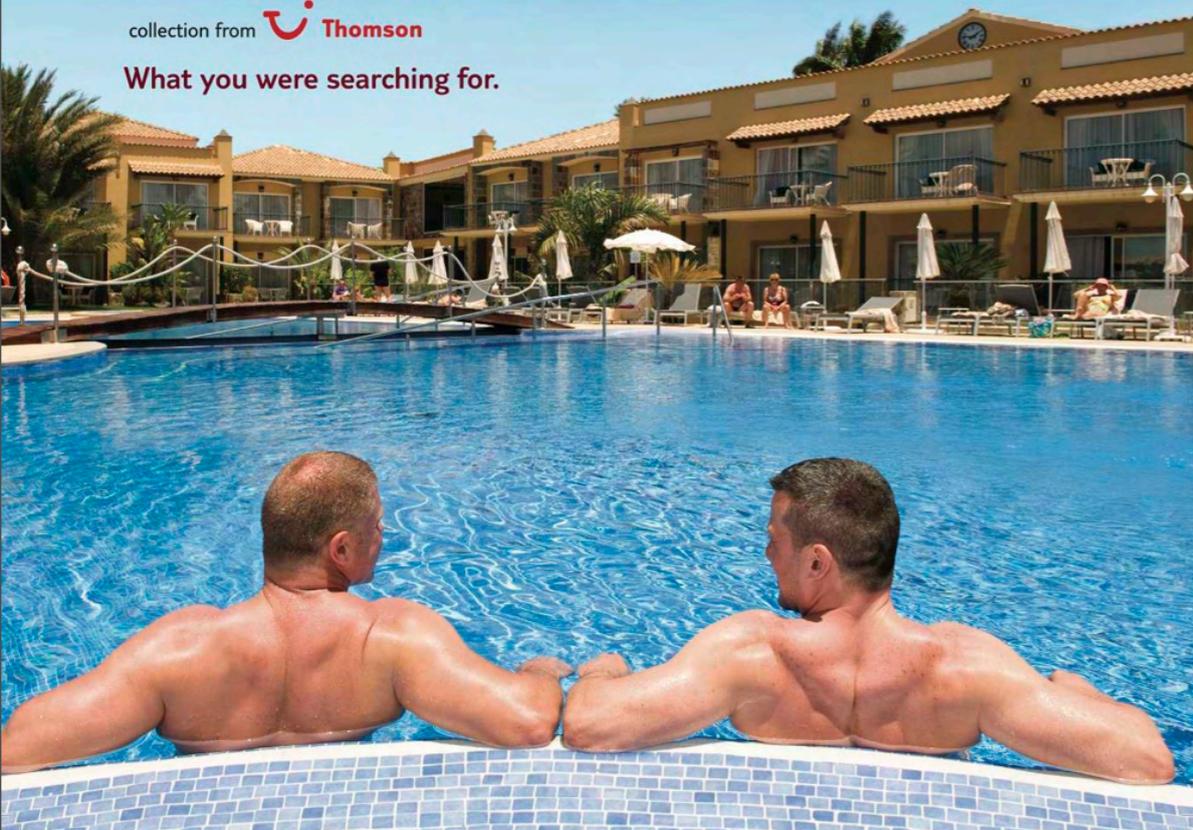
Discover just how easy it now is to set yourself free

www.thomson.co.uk/freedom

freedom 

collection from  Thomson

What you were searching for.



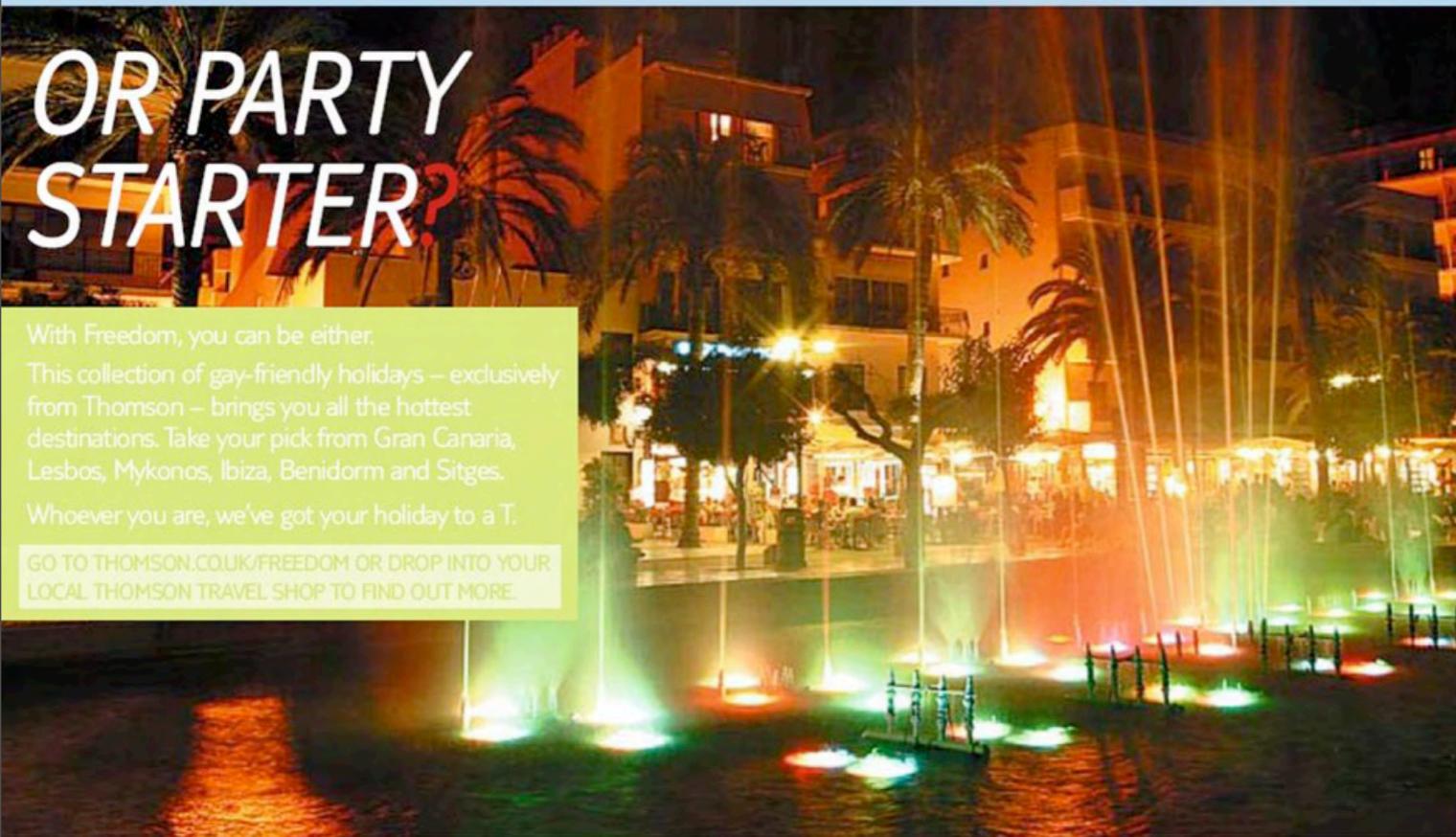
freedom
collection from  Thomson



This
is
now.

POOL
LOVER?

freedom
collection from Thomson



OR PARTY
STARTER?

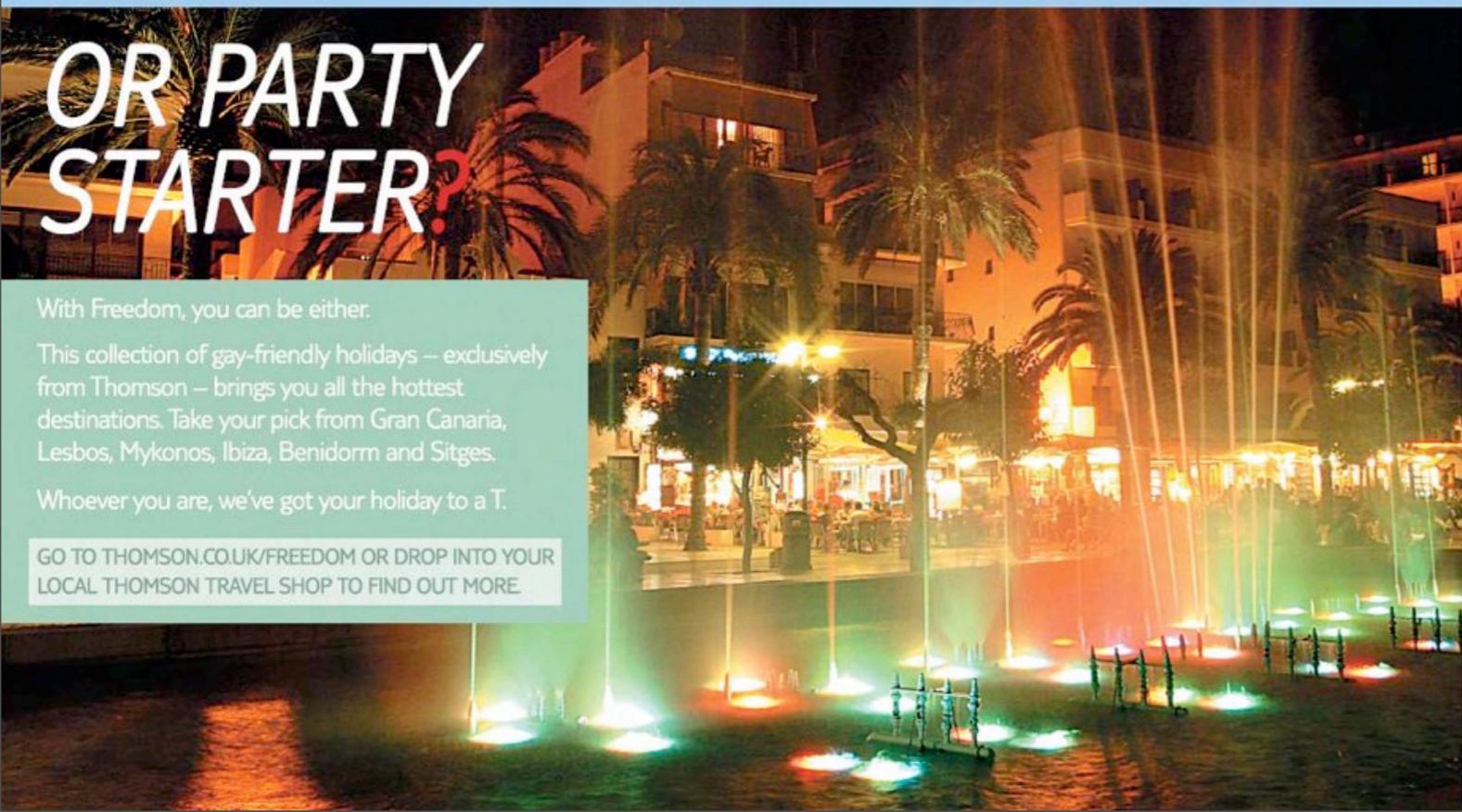
With Freedom, you can be either.
This collection of gay-friendly holidays – exclusively from Thomson – brings you all the hottest destinations. Take your pick from Gran Canaria, Lesbos, Mykonos, Ibiza, Benidorm and Sitges.
Whoever you are, we've got your holiday to a T.
GO TO THOMSON.CO.UK/FREEDOM OR DROP INTO YOUR LOCAL THOMSON TRAVEL SHOP TO FIND OUT MORE.



BEACH
LOVER?

freedom

collection from  Thomson



OR PARTY
STARTER?

With Freedom, you can be either.

This collection of gay-friendly holidays – exclusively from Thomson – brings you all the hottest destinations. Take your pick from Gran Canaria, Lesbos, Mykonos, Ibiza, Benidorm and Sitges.

Whoever you are, we've got your holiday to a T.

GO TO THOMSON.CO.UK/FREEDOM OR DROP INTO YOUR LOCAL THOMSON TRAVEL SHOP TO FIND OUT MORE.

This
is
now.

Think different.



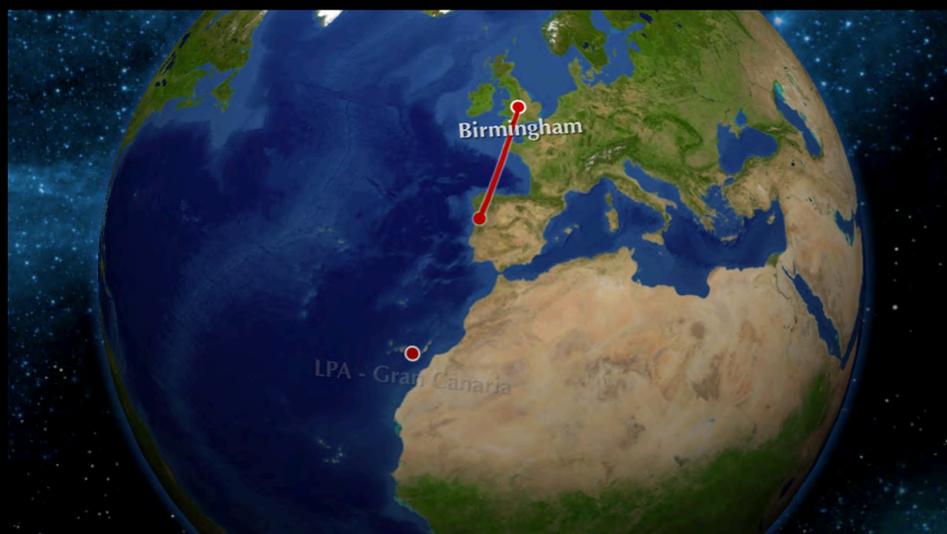
Get social.



facebook



<http://www.youtube.com/watch?v=2iVD8ap4ZqU>



freedom

collection from Thomson

What you were searching for.

2011 and beyond.

- Female focus - **more potential**
- Extended product
- Strengthen training in new ways
- Never forget who the **most** important people are...
- **Our customers drive Freedom**

freedom

collection from  Thomson

What you were searching for.

2011 - on sale now.



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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



Lloyds TSB | for the journey...

This is
now.
Lloyds
TSB.



LGBT2020 - the next phase

Country reports

All 19 countries

Available Feb
2011

Detailed
consumer,
lifestyle,
workplace,
expenditure and
demographic
analysis for each
country

Industry reports

Banking + finance

Travel + tourism

Technology

Shopping

Automotive

Beverages

Alcohol

Theme reports

It starts with an L

Stonewall

Generation

Diversity Sells

Diversity Sells

Understanding just how your D&I policy
can influence consumer choice

LGBT2020 Report



Communications – Research – Strategy – Training

info@outnowconsulting.com - www.OutNowGlobal.com

LGBT2020 reports from February 2011

Detailed analysis
on Diversity and
consumer choices

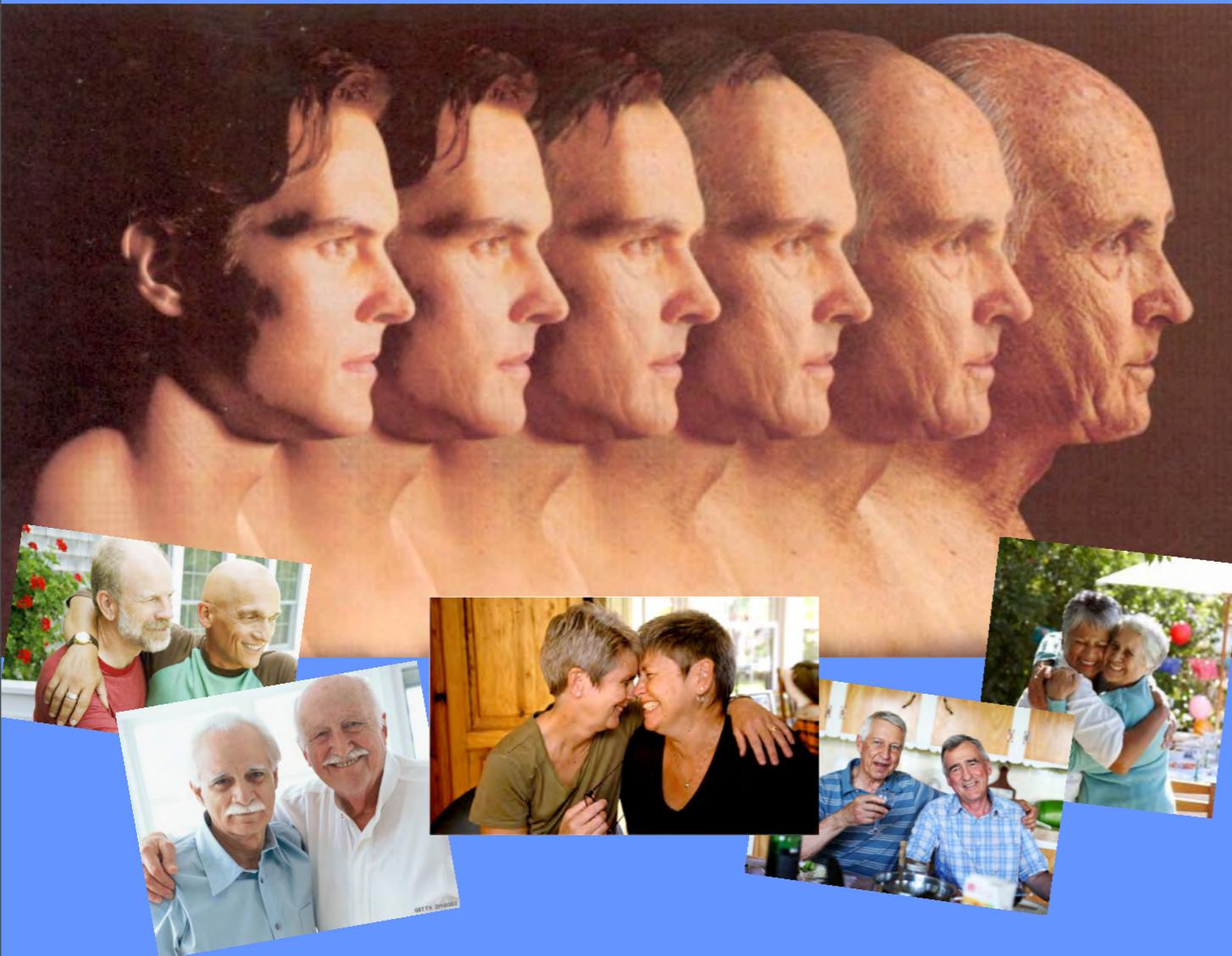
Strategic road
map to increase
sales

Generation Stonewall

LGBT ageing and the implications for
business, government and marketing

LGBT2020 Report

LGBT2020 reports from February 2011



Preferred destinations
Annual expenditure
Bespoke analysis
Airline selection factors
Hotel preferences
Travel mode
Travel frequency

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It Starts With The Letter L

Putting the L into LGBT. How to market effectively to the lesbian community

LGBT2020 Report



LGBT2020

reports from
February 2011

Preferred destinations
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Hotel preferences
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Communications – Research – Strategy – Training

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Travel

Global travel habits, spend, booking preferences,
destination preferences and leisure activities

LGBT2020 Report



LGBT2020 reports from February 2011

Preferred destinations
Annual expenditure
Bespoke analysis
Airline selection factors
Hotel preferences
Travel mode
Travel frequency

Communications – Research – Strategy – Training

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- **Thanks!**

LGBT2020.

- OutNowGlobal.com
- NextLevelThinking.com
- LGBT2020.com
- info@OutNowConsulting.com



The world's LGBT marketing agency.



The world's LGBT marketing agency.

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