



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.

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

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

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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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

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

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

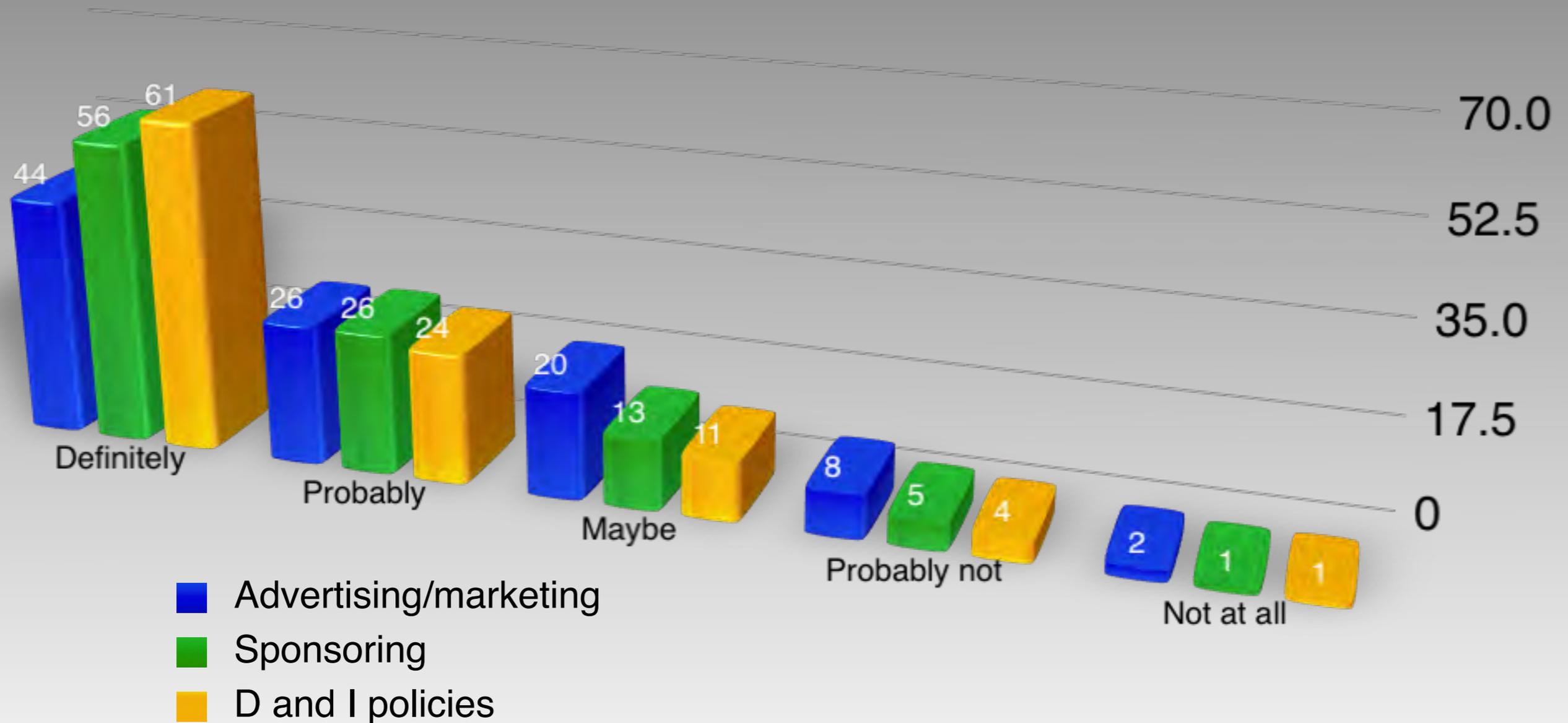
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Diversity sells. Engage.



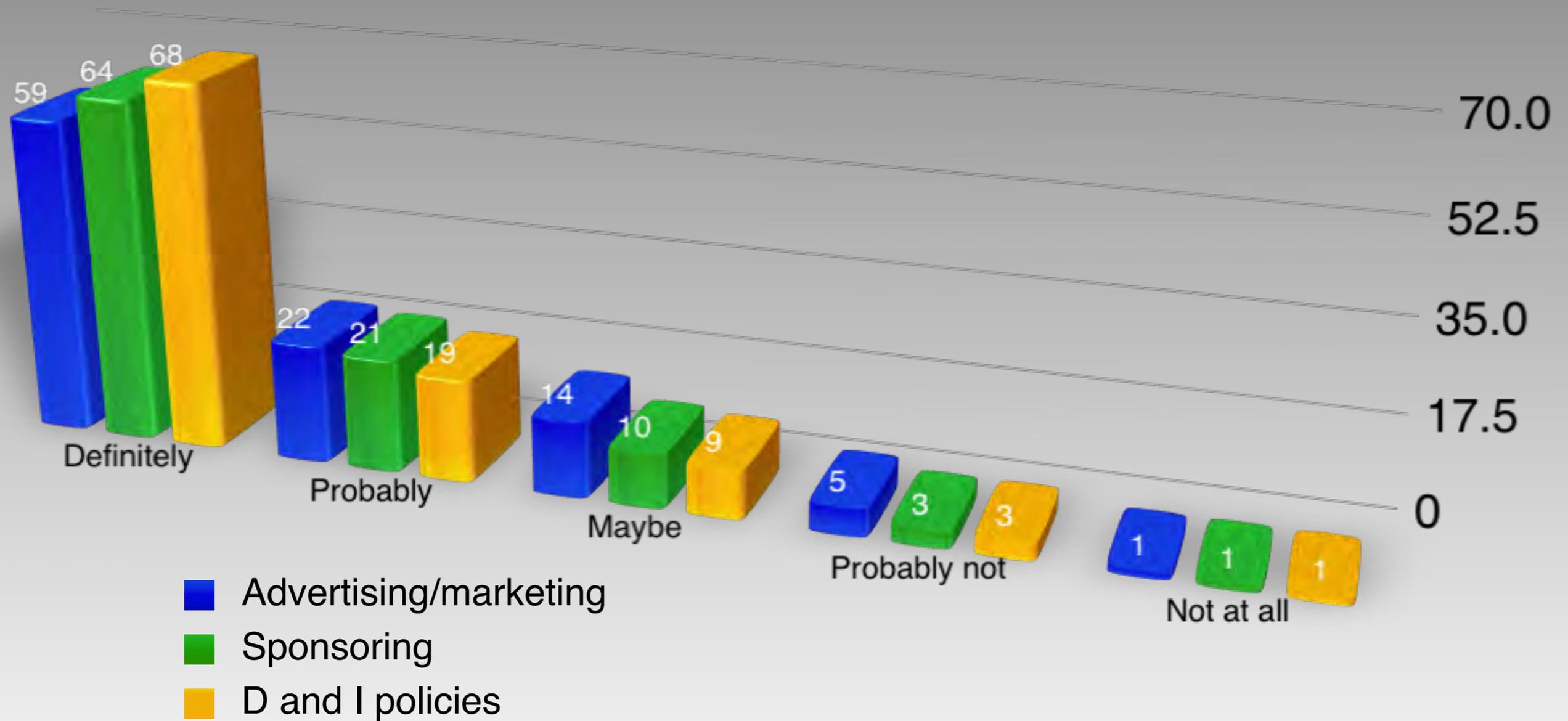
Influence brand selection decision? - USA



Diversity sells. Engage.



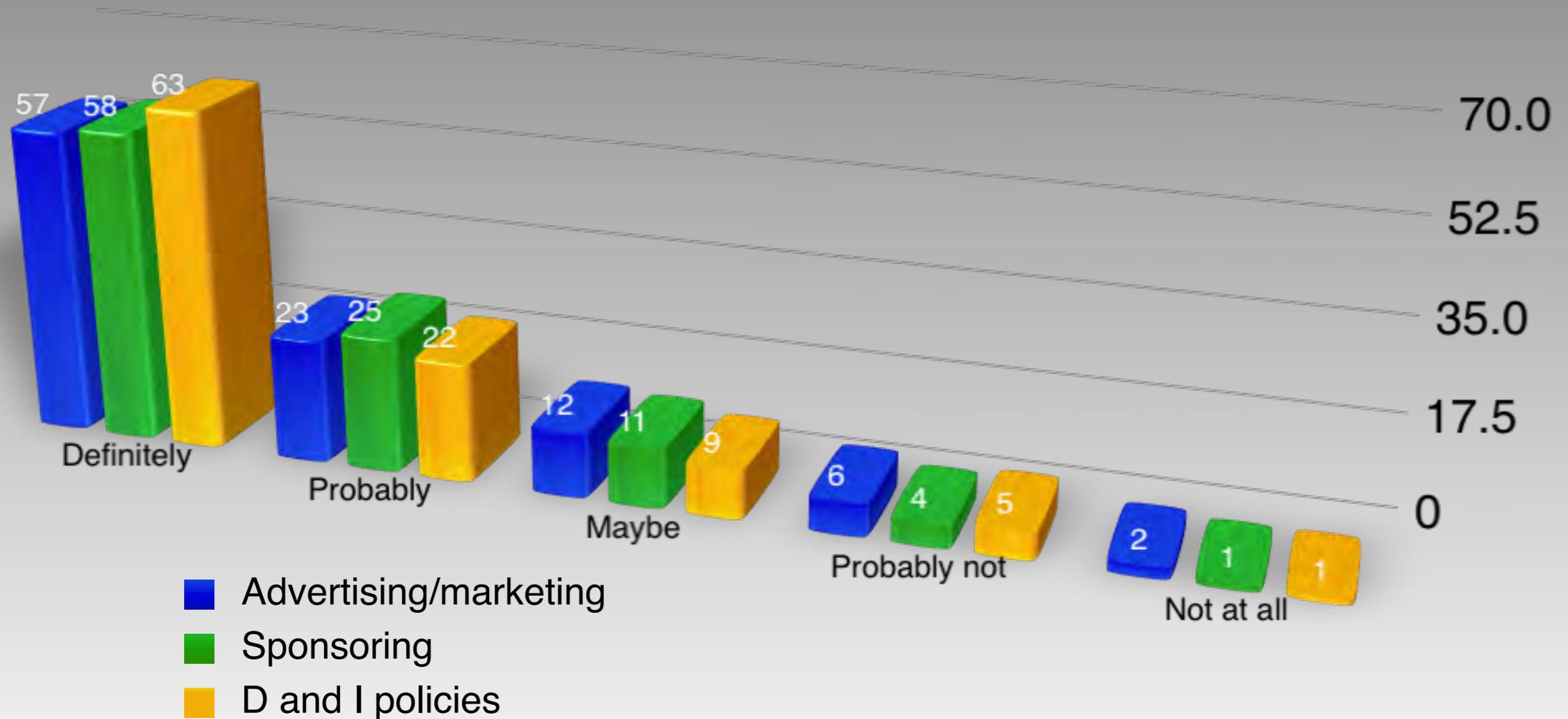
Influence brand selection decision? - Brazil



Diversity sells. Engage.



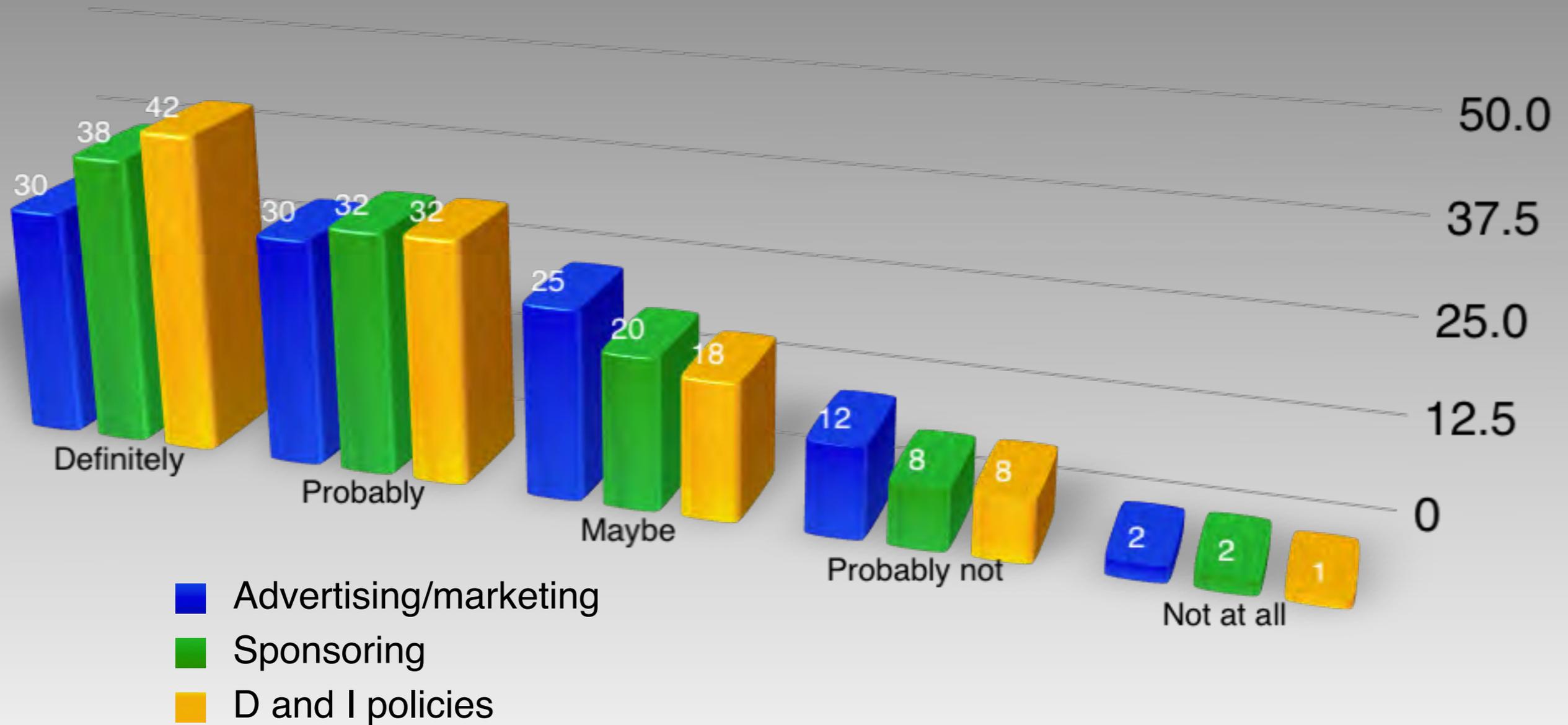
Influence brand selection decision? - Mexico



Diversity sells. Engage.

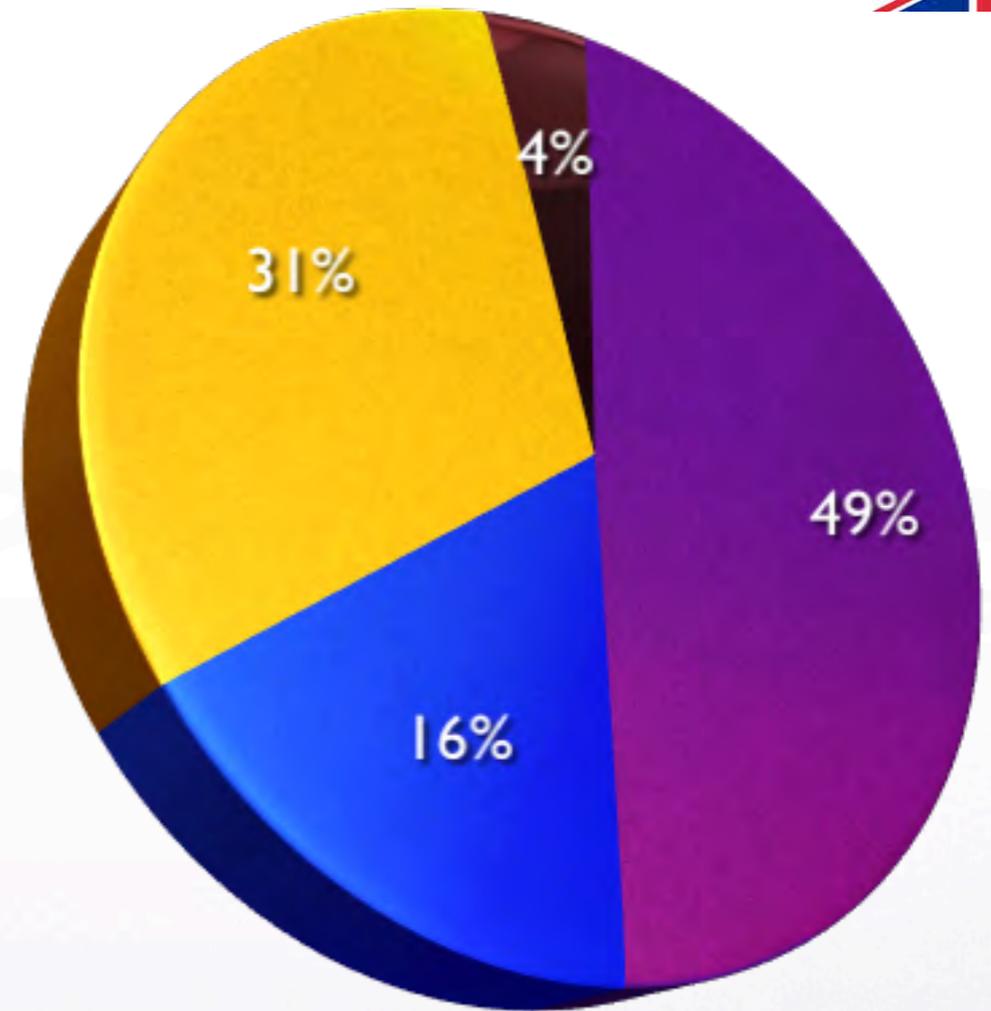


Influence brand selection decision? - UK





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

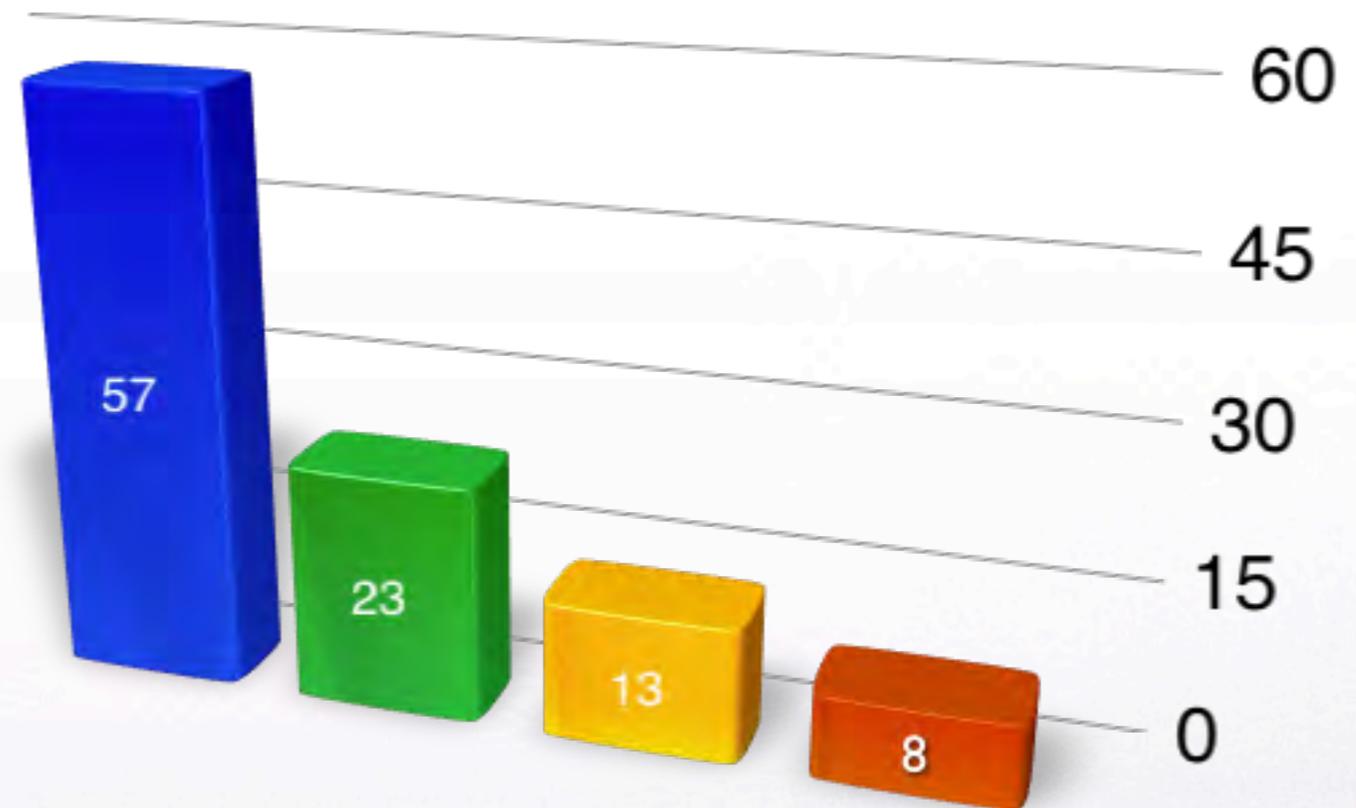




Q5B. Civil partnership / marriage

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

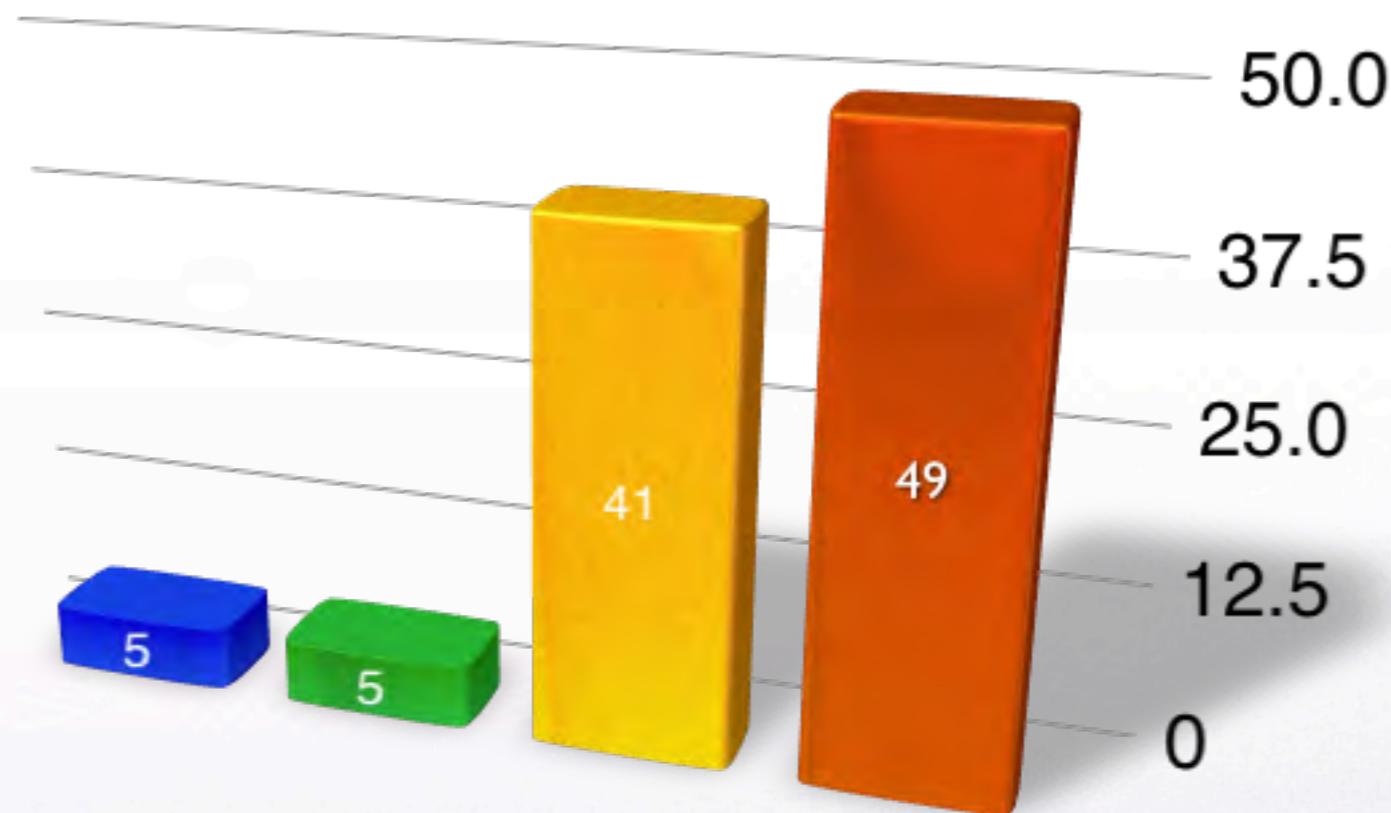


Q5C. What about parenting?



Having children

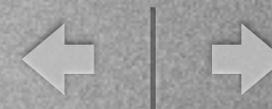
- Current parenting levels are low
- Four in ten respondents (41%) would like to become parents in the future



- 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

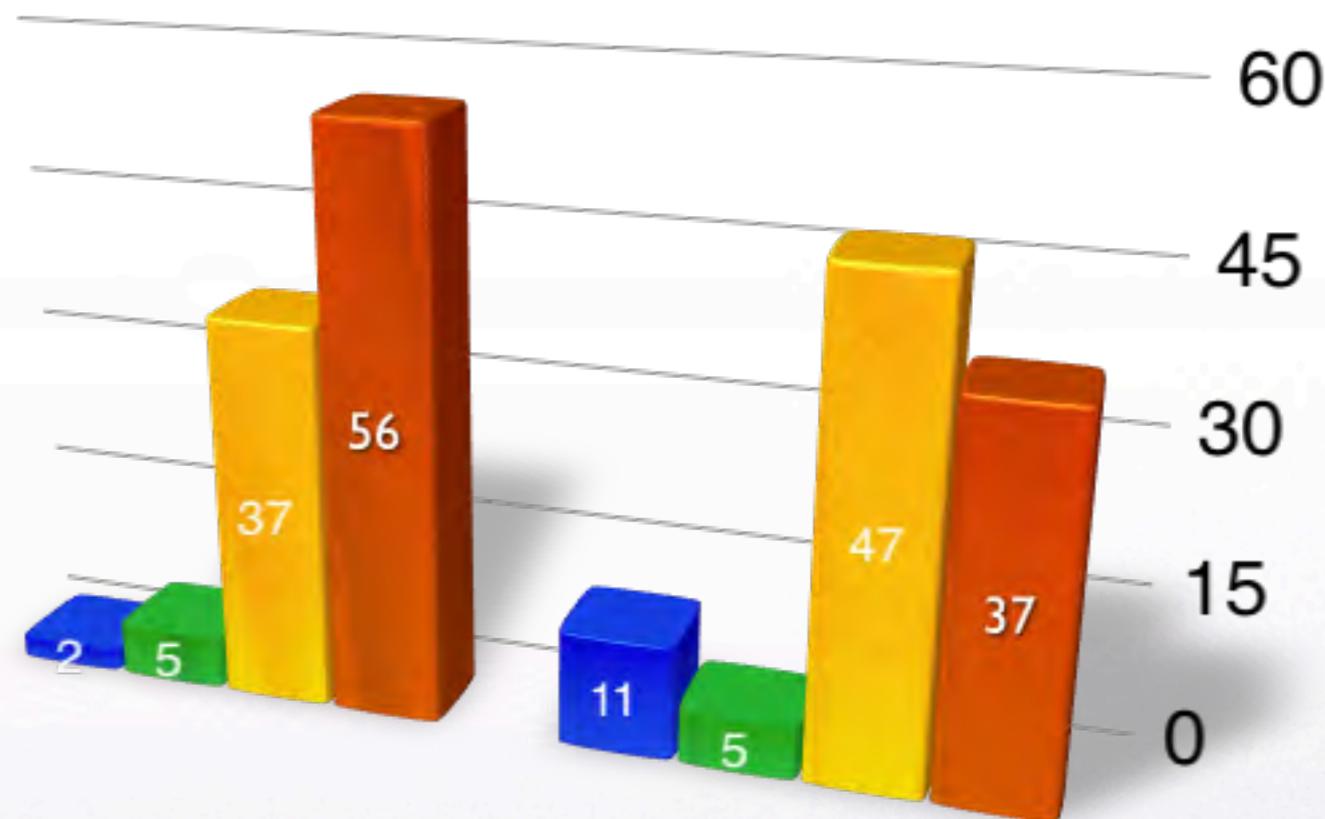




MEN compared to WOMEN - What about parenting?

Having children

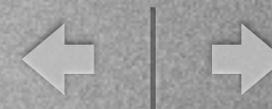
- 16% of women respondents are already parents
- 47% of women and 37% of men plan to become parents



- 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

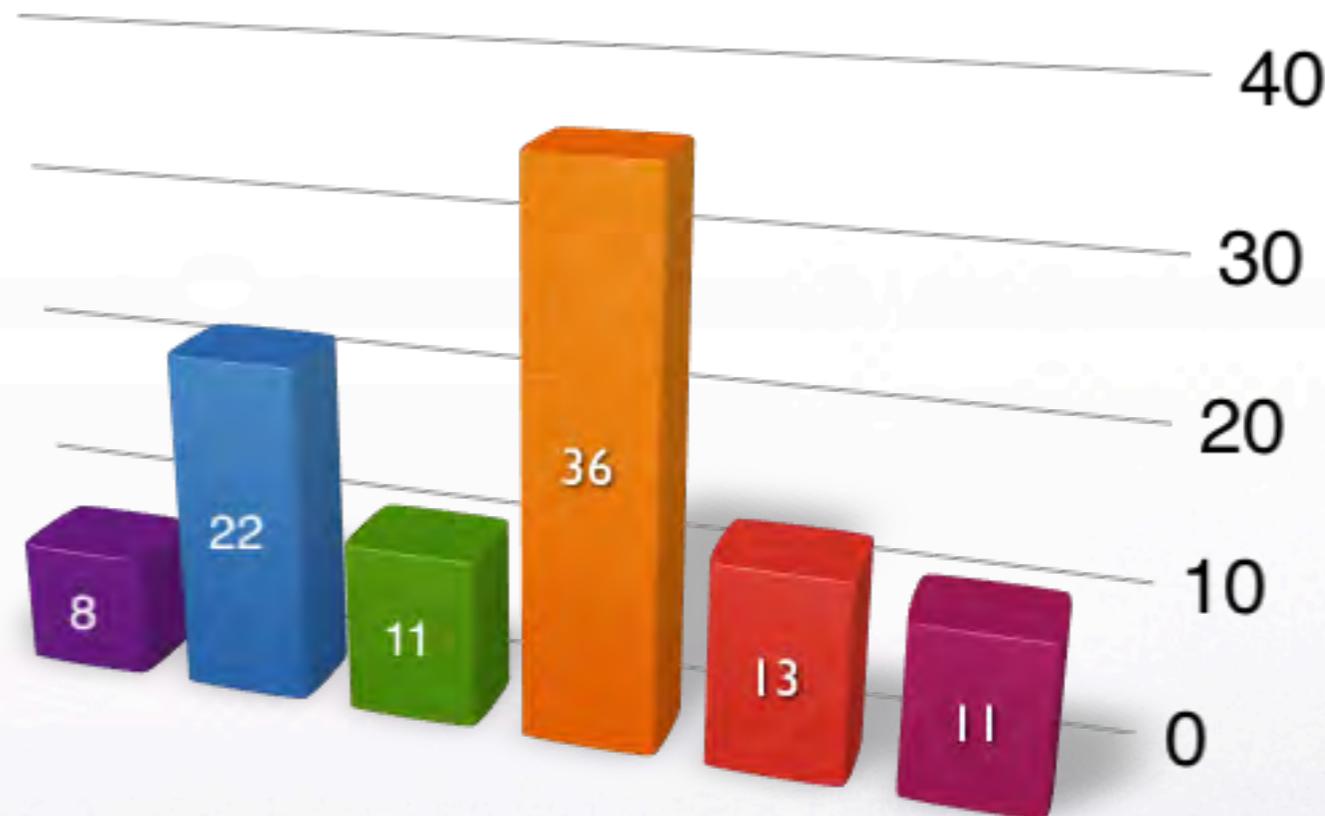




Q6. Highest level of education completed to date?

- 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.



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.



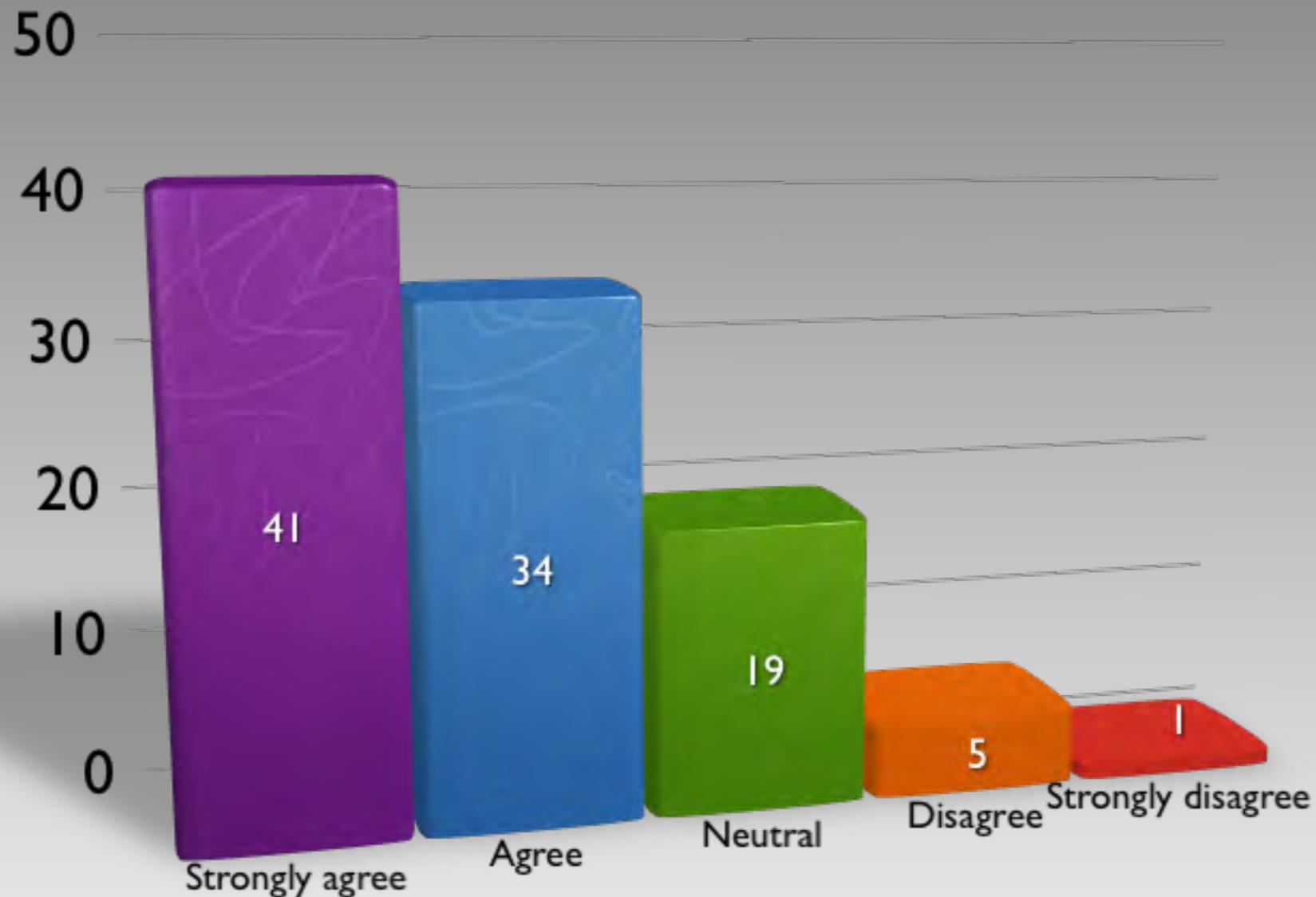
The thing is the staff. They need to be accommodating to same-sex couples.

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



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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](#)



in association with

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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

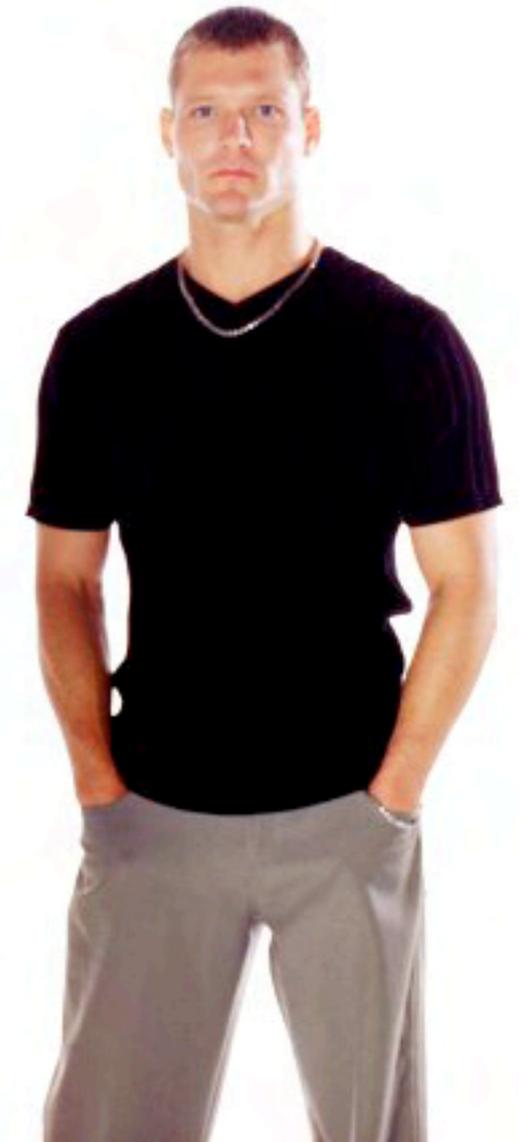




GayComfort 

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.”



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



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

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.



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LGBT2020.

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