

Affirming LGBT Identity Marketing

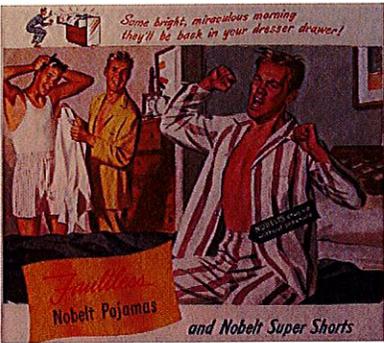
Joanne E.A. Joy
November 5, 2015



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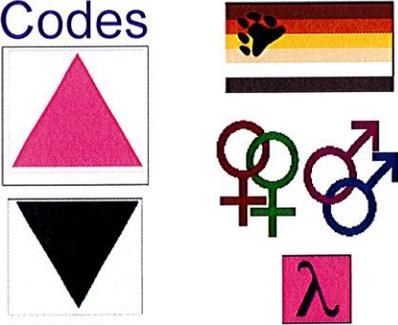
LGBT Lives as Sub Text

Homosexuality wasn't a part of mainstream media, so potentially homoerotic scenes were published in entirely innocent contexts.



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Codes



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Founded 1980



HUMAN
RIGHTS
CAMPAIGN®

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Rainbow Flag

Original gay pride flag flew in the
San Francisco Gay Freedom Day Parade
June 25, 1978.



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1989:

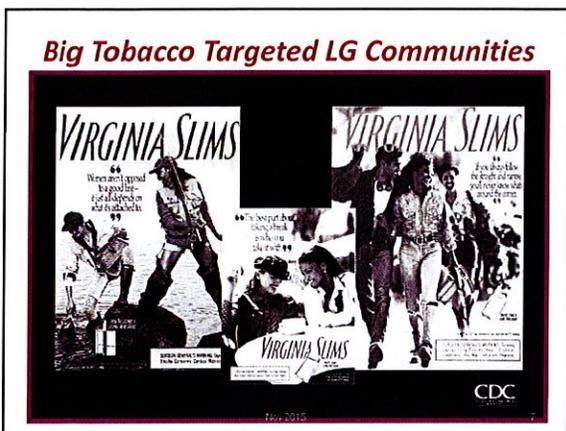
The gay community was ignored
by Madison Avenue for decades.

Absolut made headlines
when it began advertising
in gay magazines *The
Advocate* and *After Dark*.



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2015

E-cigarette promotion

Happy LGBT Pride Month from your friends at NJOY!
<http://www.njoy.com/>

TAKE PRIDE IN ALL YOU DO.

NJOY
LGBT

NJOY

Like Comment Share

Media Companies

Home / Services / Products / Events / Company

Reach the Gay & Lesbian Community
Leverage the Power of Social Relationships
Offices in New York and Los Angeles

Pink Banana Media for Business, Large & Small

Interpersonal Marketing
Integrate the power and reach of social media marketing with traditional online creatives including banner ads and

WEAR YOUR STRIPES WITH PRIDE



At Kellogg, we're an evolving culture that respects and accepts employees' sexual orientation, gender identity and gender expression so that all employees can be authentic and fully engaged.



Kellogg's



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JUNE 25 | PRIDE

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San Francisco Pride Week - 2014



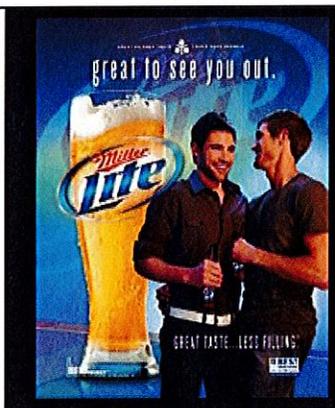
Burger King launched its Proud Whopper at a location in San Francisco for this week only. (Courtesy of Burger King)

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2012: Ray Ban, "Never Hide." While there are still battles to be fought, the LGBT community is mostly represented positively in advertising these days.



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freedom. to speak.
to choose. to marry.
to participate. to be.
to disagree. to inhale.
to believe. to love.
to live. it's all good.



the people of America for natural tobacco company

no additives in our tobacco
don't put a hole in your lungs.

SPICEON GENERAL'S WARNING: Quitting
by FIGHTING Nicotine Now Greatly
Reduces Serious Risks to Your
Health. Product with Low Tar Weight.

American Spirit Ad found in
The Advocate, June 21, 2005;
& *Newsweek*, July 4, 2004.

Freedom.

To speak
To choose

To marry

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To be
To disagree

To inhale

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To love
To live

It's all good

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We don't know what we don't know
Data Collection



**1st Adult Tobacco Use Rates that
Include Sexual Orientation - 2009-2010**

Findings from the National Adult Tobacco Survey

- Tobacco use highest among
 - Male
 - Younger
 - Non-Hispanic "other" race/ethnicity
 - **Less educated**
 - **Less wealthy**
 - **Lesbian, gay, bisexual, or transgender**

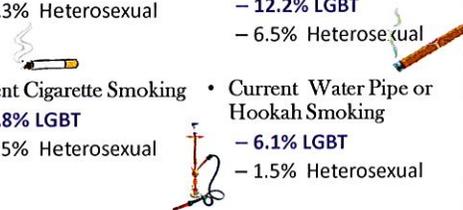


Am J Public Health. 2012 Nov;102(11):e93-e100. doi: 10.2105/AJPH.2012.301002. Epub 2012 Sep 20. Current tobacco use among adults in the United States: Findings from the National Adult Tobacco Survey. King, BA, Dube SR, Tynan MA.

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Adults by Sexual Orientation

| | |
|--|---|
| <ul style="list-style-type: none"> • Any Current Tobacco Use <ul style="list-style-type: none"> - 38.5% LGBT - 25.3% Heterosexual | <ul style="list-style-type: none"> • Current Cigar, Cigarillo, Small Cigar Smoking <ul style="list-style-type: none"> - 12.2% LGBT - 6.5% Heterosexual |
| <ul style="list-style-type: none"> • Current Cigarette Smoking <ul style="list-style-type: none"> - 32.8% LGBT - 19.5% Heterosexual | <ul style="list-style-type: none"> • Current Water Pipe or Hookah Smoking <ul style="list-style-type: none"> - 6.1% LGBT - 1.5% Heterosexual |



Data from 2009-2010 NATS telephone survey, non-institutionalized adults

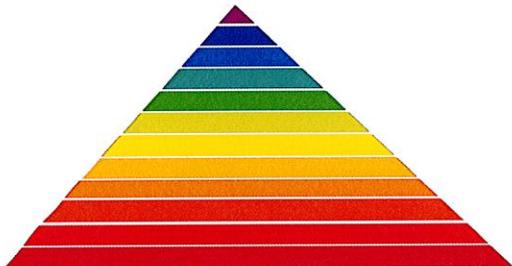
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Adults by Income Level Compared with LGBT

- Any Current Tobacco Use
 - 17.3% \$100,000 or more
 - 38.2% Under \$20,000
 - 38.5% LGBT
- Current Cigarette Smoking
 - 10.0% \$100,000 or more
 - 33.0% Under \$20,000
 - 32.8% LGBT
- Current Cigar, Cigarillo, Small Cigar Smoking
 - 6.0% \$100,000 or more
 - 10.3% Under \$20,000
 - 12.2% LGBT
- Current Water Pipe or Hookah Smoking
 - 1.6% \$100,000 or more
 - 1.6% Under \$20,000
 - 6.1% LGBT

Data from 2009-2010 NATS, national survey, non-institutionalized adults

Counter Marketing



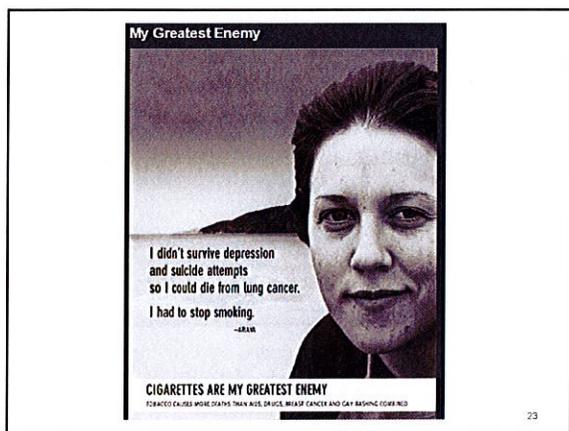


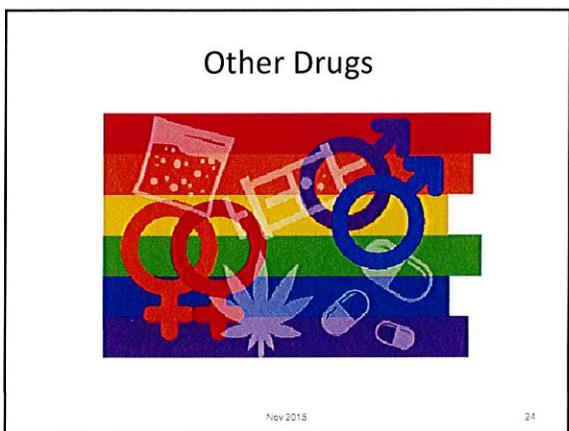
"Mind if I smoke?"

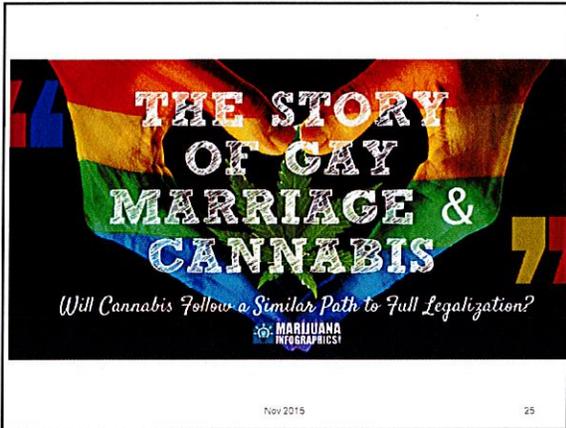
"Care if I die?"

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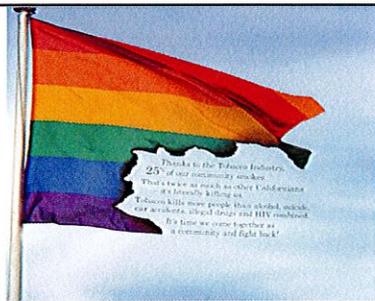


Educating and Including



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Thanks to the Tobacco Industry,
25% of our community smokes.
That's twice as much as other Californians
are literally killing us.
Tobacco kills more people than alcohol, suicide,
car accidents, illegal drugs and HIV combined.
It's time we come together as
a community and fight back!

Thanks to the tobacco industry, 25% of our community
smokes – that's twice as much as other Californians
It's literally killing us

tobacco kills more people than alcohol, suicide, car accidents, illegal drugs & HIV combined

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**SMOKING OUT THE TRUTH:
TOBACCO IS DESTROYING
THE LGBT COMMUNITY**

In California:
Lesbians smoke almost **3X**
as much as straight women
Gay men smoke nearly **2X**
as much as straight men

More than **400,000** people die from
smoking every year in the U.S.

Tobacco kills more people than other causes... combined
Alcohol drugs car accidents suicide
Tobacco

LGBT Californians are
expected to unconsciously
smoke nearly 25% more
than straight people.

TobaccoFreeCA.com

Sharing the Data with
Infographics

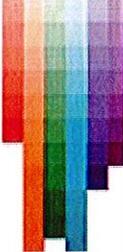
CALIFORNIA
LGBT Tobacco Education
PARTNERSHIP

To counteract, through
education and advocacy
efforts, the negative
impact tobacco use has had
on the Lesbian, Gay,
Bisexual and
Transgender (LGBT)
community.

ov 2015



Recover with Pride
A substance abuse treatment program specifically designed to meet the needs of lesbian, gay, bisexual, transgender and queer individuals.



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