

Fortune favours brave(r) brands

 By [Arisha Saroop](#)

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At the recent MediaShop Durban Media Landscape session entitled 'Content that Works' - which delved into brands creating more engaging and relevant content from most of what consumers are subjected to daily - a particular example of a how a brand proudly stood up for representation made me sit up and reaffirm some brand affinities held close to my chest.



Image credit: Coca-Cola Company.

Coca-Cola Brazil recently took the homophobic idiom '*Essa Coca e Fanta*', which translates to 'That Coke is a Fanta', and turned it into an empowering campaign, filling cans of Coke with Fanta Orange. It was relevant, engaging, inclusive and purely organic – and it delivered one billion media impressions with zero media spend, turning one hurtful slur into a slogan of Pride.

Jumping on the Rainbow bandwagon

Brave right? With so many conservative groups lobbying against the LGBTQ+ community, only a big brand can be this brave; big enough to not injure their market share or upset their loyal conservatives right?



2019 Durban Pride set to celebrate legal equality for LGBTQ+ community

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Well no, not really, with Pride Month just passed it seems that more and more brands, big and small, are jumping onto the Rainbow bandwagon to render support and connect with those that back the crusade.



Reebok launches 'Pride Collection' ahead of Pride Month

20 May 2019



They're doing so by creating themed campaigns and merchandise and donating proceeds from sales to LGBTQ+ associations. Global examples of brands such as Magnum, Nike, DKNY, Uber and Tiffany & Co. demonstrate that brands from different genres can easily adapt to changing environments.



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For this year's #BeTrue collection celebrating #LGBT Gay Pride Month, #Nike links with Pride flag designer #GilbertBaker's (RIP, he passed in 2017) estate to recreate his original flag design, which had 8 colors that were reduced to 6 because of production issues. Here's what each color represents: pink: sexuality; red: life; orange: healing; yellow: sunlight; green: nature; turquoise: magic; indigo: serenity and violet: spirit. The collection is now live on [nike.com](#).



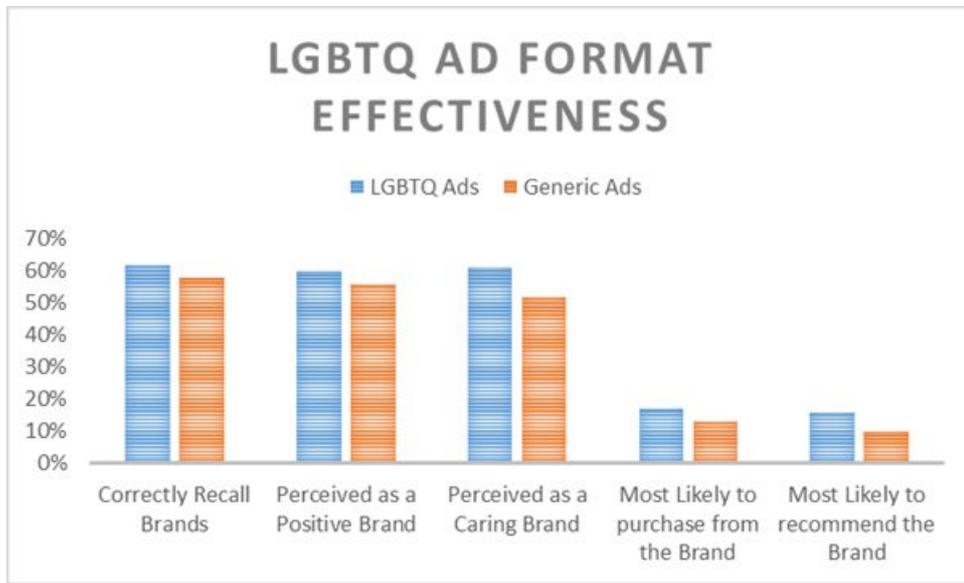
A post shared by Snobette (@thesnobette) on Jun 1, 2019 at 7:07am PDT

” s added new rings for users that use a Pride hashtag in their stories, Facebook has Pride-themed rainbow frames and filters and Snapchat tasked creators to design Pride-themed landmarks like the Flatiron building in New York.

Brands are seeing the impact of embracing this revolution as they grow loyalty and increase the return of investment by reaching out to one of the fastest growing markets that has a global buying power of almost \$1trn.

Lucrative market

In October 2017, an LGBTQ+ Ad Format Effectiveness study was released completed in conjunction with Nielsen and a social media company that surveyed 800 LGBTQ+ participants. The study reconnoitred the efficacy of themed advertising to this market by comparing the effectiveness of inclusive marketing campaigns vs generic advertising from the same brands.



#WTMA19: Ping Travel's Jason Fiddler talks marketing LGBTQ+ travellers

Robin Fredericks 25 Apr 2019



Granted, this study was executed off a small sample but the learnings are massive. Two crucial fundamentals are evident as [noted by the co-founder and president of Hornet.com Sean Howell](#): “Buyer intent was 40% higher and willingness to recommend was 66% higher.”

Pride back home

Globally, we are seeing a change in advertising. And back home, brands are slowly gearing themselves up for the LGBTQ+ market. Examples include the Unheard Voices radio and digital campaign (2018), Chicken Licken’s “Dad I am ...” (2019) and the very extra Harold courtesy of Netflorist.

“ When you got something real important to say, say it with soul 🍷🍷🍷🍷🍷🍷

[#NeedASoulSister](#) 🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷🍷 [#LickenLove pic.twitter.com/w4M8MXoZB8](#)— Chicken Licken

(@ChickenLickenSA) [May 27, 2019](#) ”

Unfortunately, fear, ignorance and stigma are still the main contributors to brands not being fully inclusive but in a country as diverse as ours, representation of our rainbow nation should come easy.



Rafiki director Wanuri Kahiua talks intimate scenes and LGBTQ+ rights

Daniel Derksen 3 Jul 2019



Here's a brand challenge for our marketers – be brave, be inclusive, be representative. Fortune favours it.

ABOUT ARISHA SAROOP

Arisha Saroop's story is a wonderful one. She joined The MediaShop's Durban team as the office's media receptionist and is now calling the shots as the Business Unit Manager. With experience in all ranks of the agency life, Arisha's years in the industry have been eventful, to say the least. But, as she says, the learning never stops and a new day brings with it new lessons and challenges.

- Made in... purpose - 28 Jul 2020
- Fortune favours brave(r) brands - 26 Jul 2019

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