

# PRIDE! :

## Create a Symphony Between Your ERG & Marketing Team

OUT & EQUAL  
WORKPLACE ADVOCATES

**Out**  
@COMCAST  
NBCUNIVERSAL

imre



imre

The company we keep.



PEPSICO



california  
PIZZA KITCHEN



TRAVELERS 

**Kwikset.**



JOHN DEERE

StubHub

Johnson & Johnson



patagonia®



**24**  
YEARS IN  
BUSINESS



**NGLCC**  
CERTIFIED  
DIVERSE  
SUPPLIER

**100**  
EMPLOYEES



- + Consumer Packaged Goods
- + Service Industries
- + Entertainment
- + LGBTQ Marketing



**3**  
LOCATIONS

NEW YORK CITY

LOS ANGELES

BALTIMORE

# WHAT WE DO



# STRATEGY



# SOCIAL MEDIA



# RESEARCH & ANALYTICS



# CONTENT DESIGN



# CREATIVE



# PUBLIC RELATIONS



# VIDEO PRODUCTION

## Consumers Are Paying Attention To Corporate Support Now More Than Ever



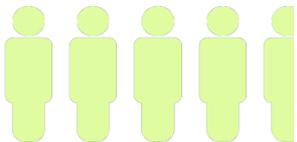
# Why We Participate

## 2016

Did you attend your hometown Pride in 2016?



YES



**47%**

NO



**43%**

No Hometown  
Pride in my  
area



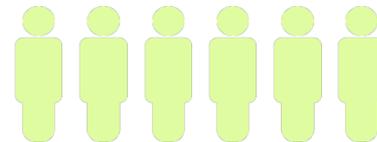
**10%**

## 2017

Will you (or did you) attend your hometown Pride in 2017?

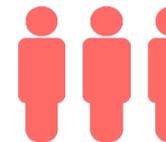


YES



**63%**

NO



**27%**

No Hometown  
Pride in my  
area



**10%**

- Employer Of Choice
- Show Support For Employees
- Be The Face Of Inclusion
- Show Support For All Customers
- Opportunities For External Marketing Message



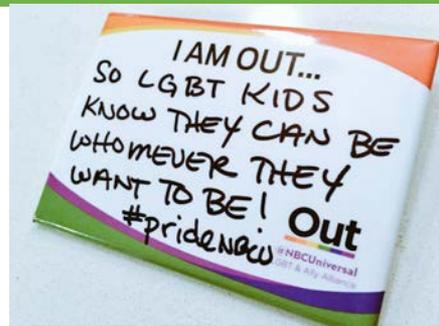
# The Business Case for Pride

- Pride is a Public Facing Marketing Opportunity
- Business First
- Two Main Audiences
  - Internal: Employee engagement
  - External: Customer engagement



## Pride Month Campaign "I Am Out..."

- Digital boards
- Customizable buttons
- Video
- #prideNBCU



## June 1

Pride Month Kickoffs  
"Milk" Free Screening

## June 9

LGBT Night USH

## June 12

The Beguiled Movie Premiere

## June 12-16

Business Clothing Drive

## June 25

LGBT Family Picnic

FOCUS 15 FEATURES COMPANY  
**Out** @NBCUniversal  
 LGBT & Ally Alliance  
**OUTFEST**

Present a **FREE** Special Screening of "MILK"

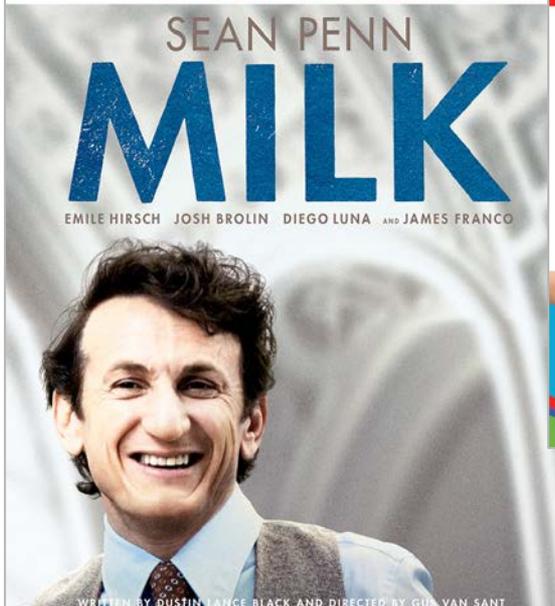
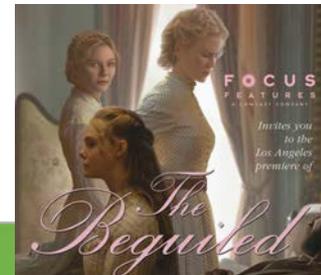
Hosted Reception Prior to Screening

and an interview with "Milk" Producer, Bruce Cohen  
 by Robert Kovacic, Anchor & reporter, NBC4

Thursday, June 1, 2017

Pre-reception at 6pm | Doors Open 7:00pm (21 & over, please)  
 Grauman's Egyptian Theater 6712 Hollywood Blvd, Los Angeles, CA 90028

Click Invite for tickets or visit: <http://focusfeaturescreenings.com/Focus15MilkLA>




**BUSINESS CLOTHING DRIVE**  
 to benefit the  
**LA LGBT Youth Center**

Support LGBT Youth in need as they jumpstart their careers  
 with a fresh outfit for job interviews or their 1st day at work!

In Need Of...

- New or Lightly Used Business Attire (Appropriate for Teens-20s)
- Especially Black Ties, Shoes, Bags
- NEW Belts, Socks, and Undergarments

**June 12-16**  
 10 UCP Lobby • 5511/Walter Lantz Lobby • Lower Lot Commissary




**LA! PRIDE** PRIDE IS UNIVERSAL  
**JUNE 9**  
 LEARN MORE AND BUY TICKETS NOW AT  
[WWW.LAPRIDE.ORG](http://WWW.LAPRIDE.ORG)

## THE EXTERNAL MESSAGE:

- Align with Current Campaign or Marketing Messages

Participation in LA Pride has been successful for the past 6 years. In 2011, the NBCUniversal parade unit was one of the largest with 400+ employees, their families & friends promoting brands to 600,000 parade goers.

**Talent Integration**  
Stars come face-to-face with Viewers

Reporters Kim Baldonado & Mekahlo Medina, Ana Maria Polo from *Caso Cerrado*, Adam Sessler from G4.



**Brand Impression**  
Signage reinforces key on-air messages

A sea of banners, signs & shirts promote tune-in for network, show & film brands.



**Street Teaming**  
Brand Ambassadors touch the Viewer

Employees form a FREE Street Team to distribute product and engage the audience.



**Decorated Vehicles**  
Eye catching "floats" draw attention on the street

Unique, branded vehicles showcase talent & employees.



## Internal Customer: Employees

**Show Up &  
March**



**Positive, Full  
Experience**

## Craft the Experience At Every Touch Point

## OUT@NBCUniversal SoCal Pride Month Calendar



Pride Month Kickoff



## YOUR INFO FOR SUNDAY, JUNE 8

Thank you for registering to join OUT@NBCUniversal at the LA PRIDE Parade, presented by NBC4 Southern California this Sunday, June 8th in West Hollywood at 10am!!



- 10am | BRUNCH @ Baby Blues BBQ  
7953 Santa Monica Blvd. WeHo
- 11am | THE PARADE down Santa Monica Blvd to Robertson
- 2pm | POST PARTY @ ELEVEN 8811 Santa Monica Blvd. WeHo

*In order to make the day most enjoyable, please:*

- Remember to bring: Sunscreen, a hat, sunglasses, water, and comfortable walking shoes.
- Wear your Comcast NBCUniversal T-Shirt and wristband (provide at check-in) in the

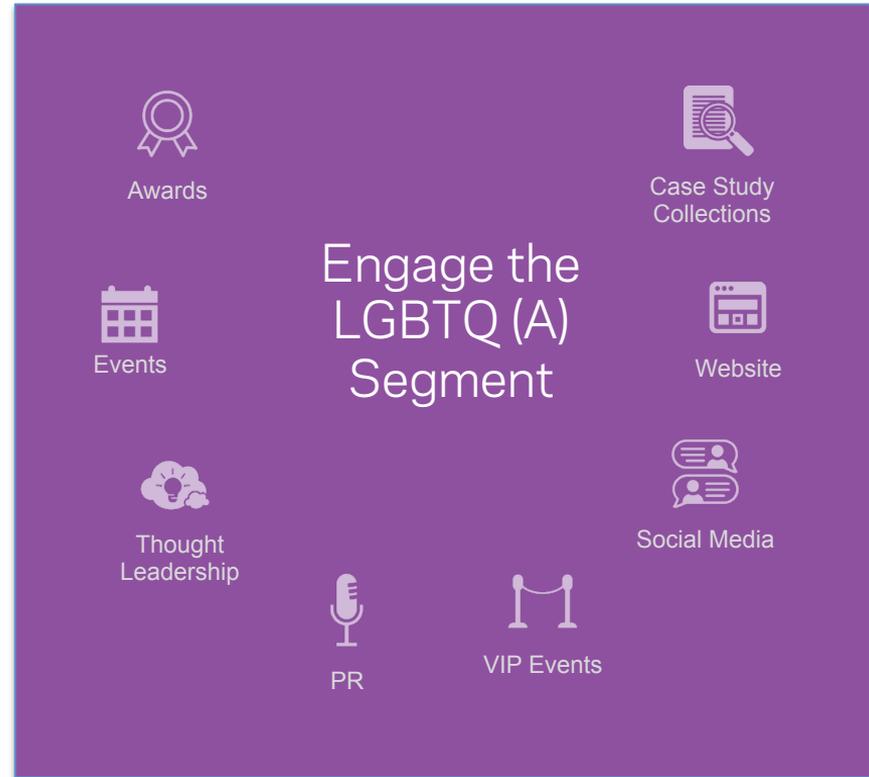


# Crafting the Experience: Day-of



## On-site Considerations:

- Approved Hashtags
- Monitor for Action and amplify
- Targeted Paid Social



# Snapshot Case Studies



## 2016 Pride

- ERG/Agency collaboration
- Helped bridge internal alignment and build volunteer base
- 4 "showcase" markets - repeatable to 6 others to kickstart pride operation
- Planning structure - committee, assigned roles, centralized management
- Post Event Deep Dive



## 2017 Pride

- Moved from 10 to 17 markets
- Better ERG engagement and input
- Centralized management to help consolidate; maintain consistency
- #XfinityLGBTQ:  
"Love is Love"  
"Say Pride"



- Partnering with Business Units
- Showcase Upcoming Content
  - T-shirts
  - Balloons
  - Signage
  - Giveaways
- Single Company Message to 12 Different Markets
  - Cost savings on merchandise orders



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# Case Study: NBCUniversal



# Speed Round What's Hot...What's Not!

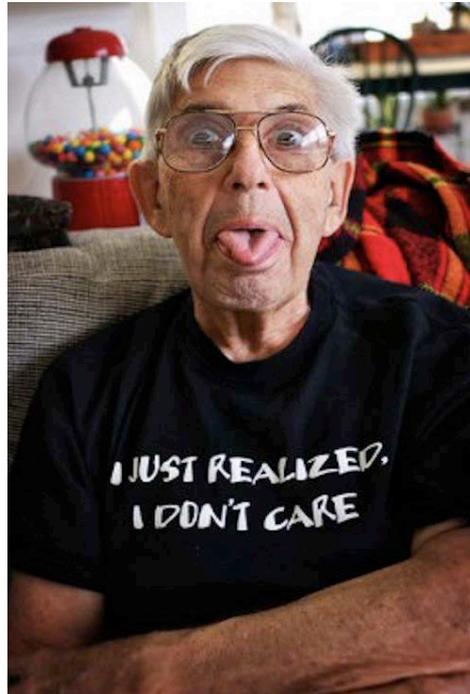


## WHAT'S HOT: Bold, Easy to Read Logos



## WHAT'S NOT: Random Shirts

- Everyone in your contingency should have the same look
- Allow for some personalization, but no competing messages



**NOT!**



**PERSONALIZED  
BUT ON BRAND**

## WHAT'S HOT: Signs That Are Easy to Manage & Hold

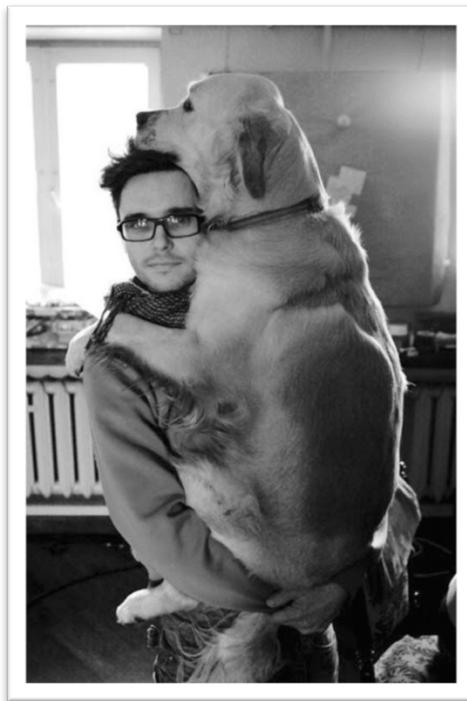


## WHAT'S NOT:

Unwieldy Signs/Props

Splinters (wood handles)

Home-made signage



## WHAT'S HOT: The Crafted Consumer Experience

- Branded items that make sense
- "Choreographed" Contingency



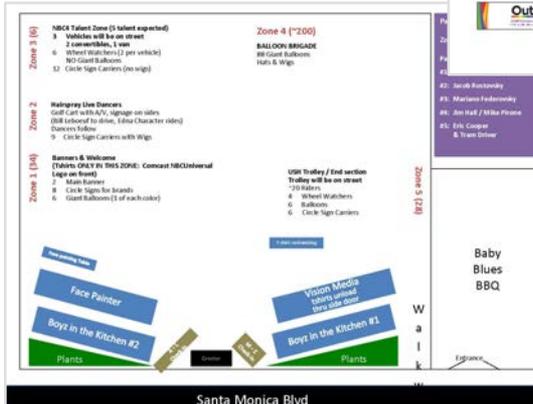
## WHAT'S NOT:

Anything That Has a  
Negative Brand Impact



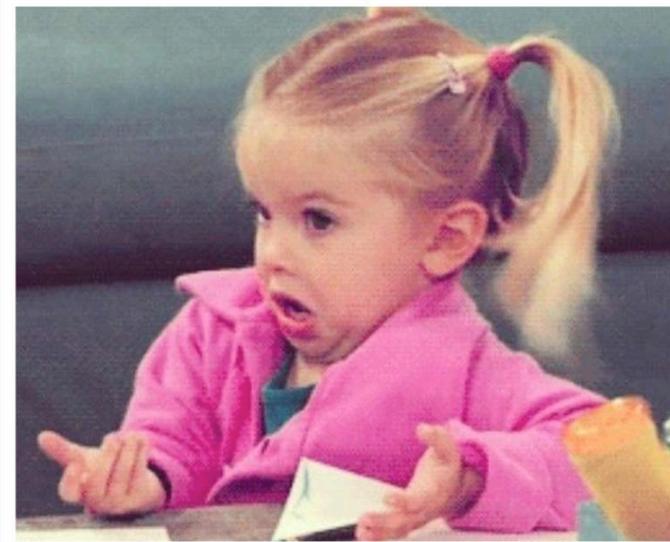
## WHAT'S HOT: Being Well Organized

- Craft the experience
  - Volunteers
  - Spectators



## WHAT'S NOT: The Hot Mess

- Negative experience for volunteers



## WHAT'S HOT: Maximizing the Impact with Digital and Social

- Include existing company hashtags
- Clear direction to team members
- Encourage appropriateness



## WHAT'S NOT:

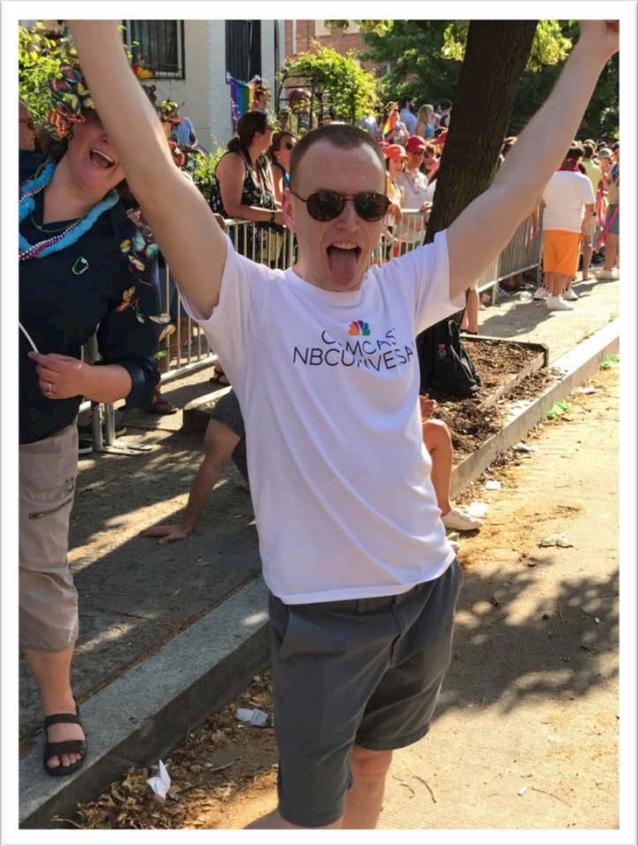
Thinking Pride is a  
"one and done"

- What's the big secret???



## Managing It All

- GAY JOB vs. Day Job – It's a lot to do
- Planning – Start Early
- Set expectations with your leadership – make them understand the importance, reach, visibility of pride
- Get Help – You can't do it all your self – High "burn-out"



# Q & A

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