

Pride Marketing Campaigns

Exploring the Intersection of Commerce & Community

OUT  EQUAL
2017 WORKPLACE SUMMIT

Pride Marketing Campaigns

Exploring the Intersection of Commerce & Community

TARGET 10™

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Wells Fargo's Pride Journey

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LGBT Segment Leader

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Together we'll go far





In 1992 the iconic Wells Fargo stagecoach made its first appearance in a Pride parade.

Celebrating pride

For years, Wells Fargo
celebrated Pride...
in the traditional sense.



When you look back at the efforts and achievements of LGBT men and women over the years, there's every reason to be proud. Not just once a year, but every day. Wells Fargo takes great pride in the diversity of the communities we serve. That's why we continue to make financial contributions to LGBT nonprofits, provide services specific to the needs of our LGBT customers and foster a work environment that doesn't just accept differences, but celebrates them. Happy Pride. All year round.

wellsfargo.com/lgbt

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Together we'll go far





The upside:
More companies
joined us in the
Pride celebration!

LOGGO
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LOGGO

The downside:
More companies
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LOGGO

**Moving
beyond the
rainbow...
how can we
show up
differently?**



**In 2014,
we got close.**

WELLS
FARGO

A single moment can
change everything.



A simple ceremony. An approved adoption. A plan for retirement.

These personal victories have a huge impact on our collective community. Each step toward equality, every milestone reached, is a big leap forward for all of us. However, we know there is still work to do. That's why Wells Fargo teams up with HRC, GLSEN, NGLCC and other organizations to provide resources and financial guidance to LGBT communities. And as the first to offer financial advisors with the Accredited Domestic Partnership AdvisorSM designation, we are well versed on current laws to help you develop a solid plan for the future. Together, we move forward. Step by step, with individuals, in communities — we can make what once seemed impossible a reality. wellsfargo.com/lgbt



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In 2015, we found it.



Together is a beautiful thing.

This is a moment to celebrate. You've worked hard to get this far, and look at what you've accomplished. At Wells Fargo, we recognize your successes, and are committed to supporting the financial needs of our LGBT community, customers, and team members. Because when we work together to realize our dreams — it's nothing short of a beautiful thing.

wellsfargo.com/lgbt

Together we'll go far



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What began as an ad headline became a platform.



TOGETHER IS BEAUTIFUL.

We connected our LGBT message to our general market brand campaign.



In 2016 we expanded the idea of “Together”




WELLS FARGO

Together is beautiful.

We celebrate the power and beauty of working together. It's why Wells Fargo works with national and local organizations that serve the LGBT community to strengthen their impact. And it's the reason we work with you — to help you realize your potential, and succeed financially.

wellsfargo.com/LGBT

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WELLS FARGO

Together is beautiful.

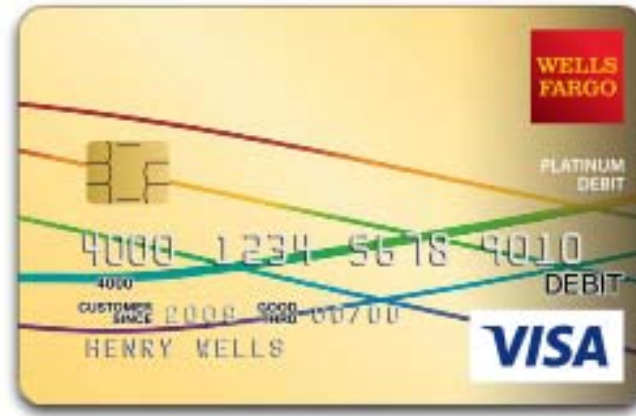
We celebrate the power and beauty of working together. It's why Wells Fargo works with national and local organizations that serve the LGBT community to strengthen their impact. And it's the reason we work with you — to help you realize your potential, and succeed financially.

wellsfargo.com/LGBT

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Pride. Now wallet-sized.



#TOGETHERisBEAUTIFUL

Happy Pride San Francisco!

WHAT'S YOUR TOGETHER?

Snap and share it!
#TOGETHERisBEAUTIFUL





**As we developed the 2017 Pride campaign,
we knew it had to be different**

- 1. New social and political landscape**
- 2. Anti-corporate sentiment at Pride**
- 3. 30th anniversary of our commitment**

Our 2017 LGBT campaign put our community partnerships front and center

STANDING 30 YEARS STRONG TOGETHER



THE **TREVOR** PROJECT
saving young lives



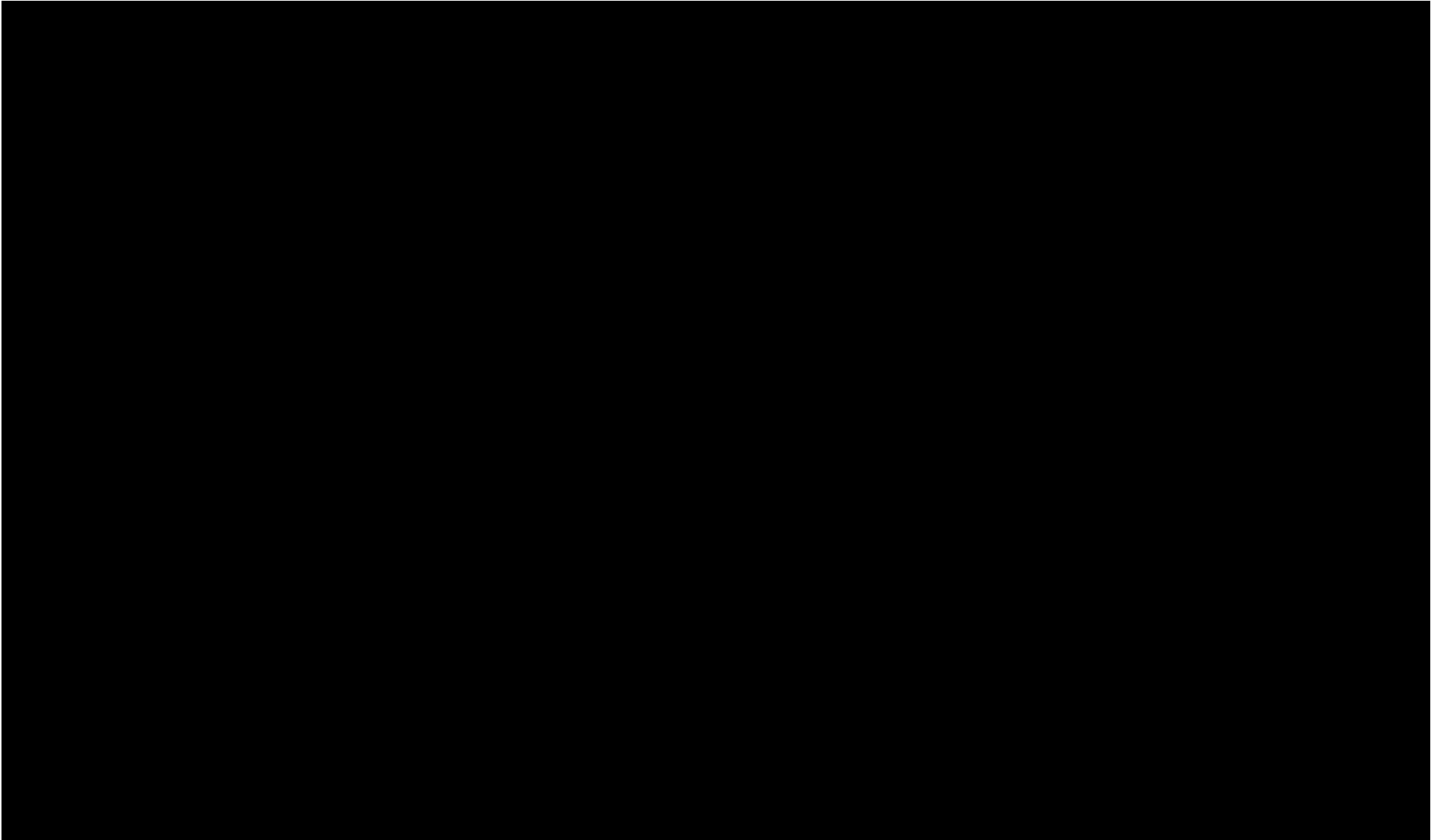
GLSEN



 **POINT**
FOUNDATION
THE NATIONAL LGBTQ SCHOLARSHIP FUND



sage
Services and Advocacy
for Gay, Lesbian, Bisexual
& Transgender Elders



wellsfargo.com/standingtogether

Thank You!

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Exploring the Intersection of Commerce & Community



OUT & EQUAL
2017 WORKPLACE SUMMIT

JOHNSON & JOHNSON® employs a three-tiered business model to drive authentic connection with communities and targeted awareness

Purpose:

To openly champion love, equality and care for all people within the LGBTQ community.

Objective:

To build brand love and loyalty for J&J brands.

Communication

Drive Awareness of Brand Support and Care for LGBTQ Community



Activation

Promote J&J consumer brands in market at +25 Pride parades, festivals & retail events



Community Impact

Establish partnerships with leading LGBTQ non-profit organizations driving positive change



Care with Pride evolved over the years to take into account changing consumer behaviors and business priorities



Coupon books redemption to Social first communication



Non-profit Presence to Corporate Sponsor



One advocacy partnership to three: education, crisis, family

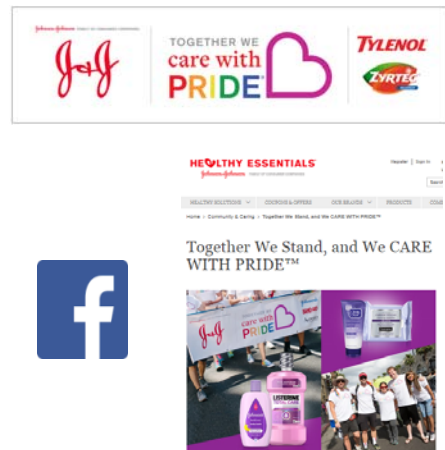


Each year Care with pride looked to optimize the campaign in order to:

Better Leverage Brands



Increased Synergies Further Amplify Message



Greater Organizational Engagement



Donate a Photo

Johnson+Johnson



Activation: Evolving themes, preserving connection to community and retail partners!



2012 & 2013

Bullying: Help make schools safe for all



Distribution of 500,000 "Safe School Action Packs"



2014

Caring for all families



2015

Youth have the power to ignite change



Secured 1st ever in-store partnership with Target in 89 stores!
Brand Ambassadors in aisle shared over 30K coupons!



2016

Love Has No Labels

Click thru program with CwP banner messaging +15.5MM impressions!



2017

Together We Care With Pride



2017 Care With Pride Activation Reel



<https://vimeo.com/232902547>

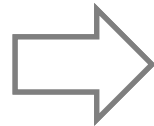
PW: together

TOGETHER WE
care with
PRIDE 

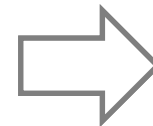
Over time, Care with Pride evolved the ways in which we integrate with our nonprofit partners, maximizing outcomes



- One partner
- Focus on coupon distribution
- Limited measurement of success factors



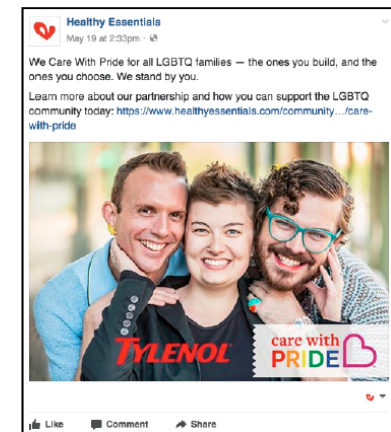
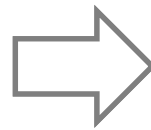
- Three partners
- Focus on coupon distribution
- Limited measurement of success factors



- Three partners
- Focus on social amplification
- Improved measurement of success factors



As consumer behavior shifted JOHNSON & JOHNSON® migrated consumer engagement strategy from printed coupons to social-first



3 Must-Haves for Successful Pride Marketing Campaigns

1. Strike a balance between business and purpose

2. Data drives decisions

3. Avoid complacency regarding authenticity

