

PRIDE! :
Create a Symphony
Between Your ERG
& Marketing Team

Out

@COMCAST
NBCUNIVERSAL

imre



IMRE IS TRANSFORMATIVE

HUMAN BY DESIGN

THE COMPANY WE KEEP





NEW YORK CITY



LOS ANGELES



BALTIMORE

OUR EXPERTISE



+ Consumer Packaged Goods



+ Regulated Industries

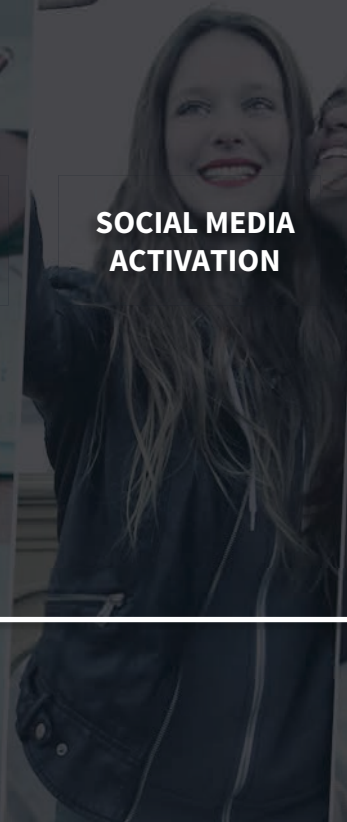


+ Sports & Retail



A close-up photograph of a hand holding a pencil and writing on a notepad, positioned in the top left section of the collage.

**STRATEGIC
PLANNING**

A photograph of a young woman with long blonde hair, smiling and looking upwards, positioned in the middle left section of the collage.

**SOCIAL MEDIA
ACTIVATION**

A photograph of a person wearing a VR headset, positioned in the middle section of the collage.

**DIGITAL
EXPERIENCES**

A photograph of a hand writing on a notepad, with a laptop and a smartphone visible in the background, positioned in the middle right section of the collage.

**CREATIVE CONTENT
PRODUCTION**

A photograph of a person looking at a presentation board that features a pie chart and various data points, positioned in the top right section of the collage.

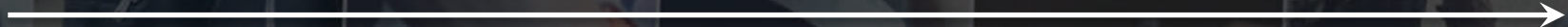
**MEDIA PLANNING,
MEASUREMENT,
ANALYTICS
& REPORTING**

A photograph of a person standing in an outdoor field, positioned in the bottom right section of the collage.

**LOYALTY
MARKETING**

A photograph of a hand writing on a notepad, positioned in the bottom left section of the collage.

**LGBTQ
MARKETING**



What is Pride?

June 28, 1969 – Stonewall Inn

MANHATTAN-BRONX
SECTION TWO

SUNDAY NEWS

NEW YORK'S PICTURE NEWSPAPER ©

Largest circulation in
MANHATTAN-BRONX

Cor. 1967 News Syndicate Co. Inc. New York, N.Y. 10017, Sunday, July 6, 1969

Homo Nest Raided, Queen Bees Are Stinging Mad

By JERRY LISKER

She sat there with her legs crossed, the lashes of her mascara-coated eyes beating like the wings of a hummingbird. She was angry. She was so upset she hadn't bothered to shave. A day old stubble was beginning to push through the pancake makeup. She was a he. A queen of Christopher Street.

Last weekend the queens had turned commandos and stood bra strap to bra strap against an invasion of the helmeted Tactical Patrol Force. The elite police squad had shut down one of their private gay clubs, the Stonewall Inn at 57 Christopher St., in the heart of a three-block homosexual community in Greenwich Village.

Queen Bees raised its black



with cheers of encouragement from the gallery.

The whole proceedings took on the aura of a homosexual Academy Awards Night. The Queens pranced out to the street blowing kisses and waving to the crowd. A beauty of a specimen named Stella wailed uncontrollably while being led to the sidewalk in front of the Stonewall by a cop. She later confessed that she didn't protest the manhandling by the officer, it was just that her hair was in curlers and she was afraid her new beau might be in the crowd and spot her. She didn't want him to see her this way, she wept.

pranced around like Wonder Woman, while several Florence Nightingales administered first aid to the fallen warriors. There were some assorted scratches and bruises, but nothing serious and suffered by these honeys the Madwomen of Chailiot.

Official reports listed four injured policemen with 13 arrests about two hours from about 11:30 p.m. to 2 a.m. There was a turn about Wednesday night.

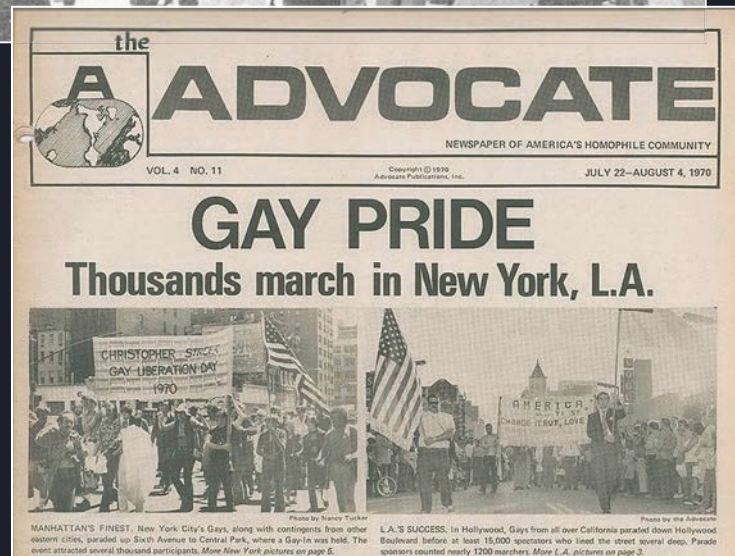
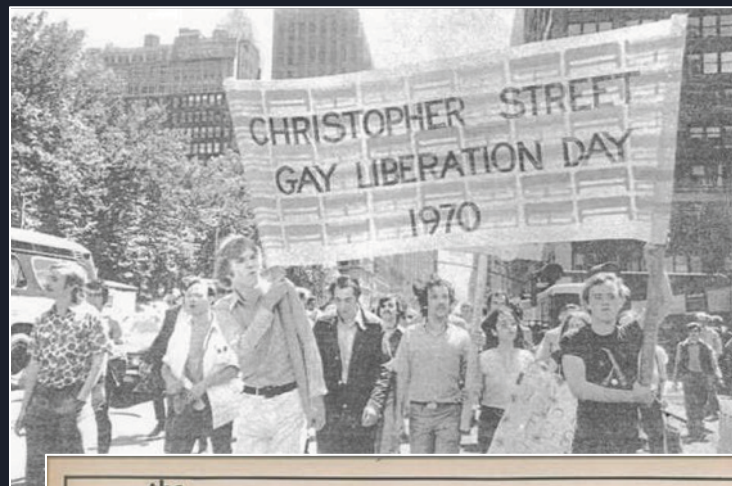
Two veterans recently recall the battle and issued a war to the cops. "If they close up the gay joints in this area it is going to be all out war."

Bruce and Nan

NY Daily News



- **First Festival was in Los Angeles, 1974**
- **Now hundreds of parades, festivals and events around the world**



Pride Today

- 2017 brought on a more political tone to Pride
- A bit of “back to the roots”
- 2018?
- What does Pride as Resistance mean to a company?
- Reasons to participate

Los Angeles Times

LA Pride Parade to be replaced with protest march this year

••

FourTwoNine

Advertisers Are Fleeing L.A.'s LGBT March Against Trump

The Flip Side...

Consumers Are Paying Attention To Corporate Support Now More Than Ever



2016

Did you attend your hometown Pride in 2016?



YES



47%

NO



43%

No Hometown
Pride in my area



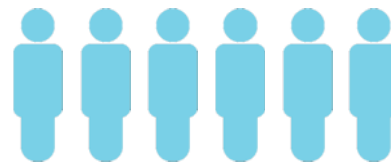
10%

2017

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



YES



63%

NO



27%

No Hometown
Pride in my area



10%

**NBCUniversal:
12 Years**

**Comcast:
3 Years**



- 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



Plan for Maximum Impact: External

THE EXTERNAL MESSAGE:

Add Value for Your Company

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



Brand Impression
Signage reinforces key on-air messages



Street Teaming
Brand Ambassadors touch the Viewer



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



- Align with Current Campaign or Marketing Messages
- Engage Social Media Team
- As You Plan Your Pride:
 - Consider consistency & scalability
 - How can you best maximize your budget
 - Manage expectations of stakeholders



Workshop Part 1

Identify the needs.

A large, stylized rainbow graphic composed of several overlapping, curved bands of color (purple, red, orange, yellow, green, blue) that curves from the top right towards the bottom left, framing the right side of the slide.

Out



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The logo for imre, featuring the word "imre" in a white, lowercase, sans-serif font centered within a solid orange square.

imre

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



Workshop Part 2

Thought starters for
internal engagement &
external engagement



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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

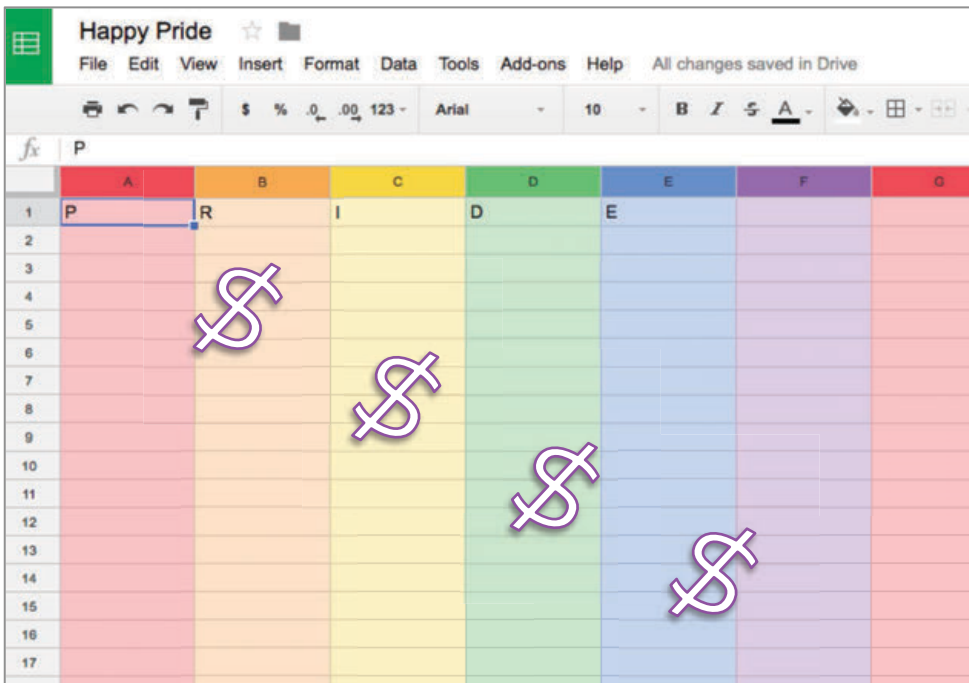


2017 Pride

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



- Maximize the Budget
- Shopping around for your materials
- Planning and project management



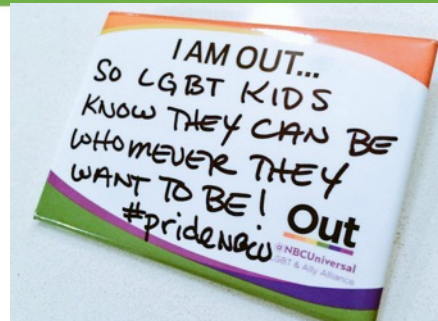
- Partnering with Business Units
- Showcase Upcoming Content
 - T-shirts
 - Balloons
 - Signage
 - Giveaways
- Single Company Message to 12 Different Markets
 - Cost savings on merchandise orders





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
A COMCAST COMPANY

Out
@NBCUniversal
LGBT & Ally Alliance

OUTFEST

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

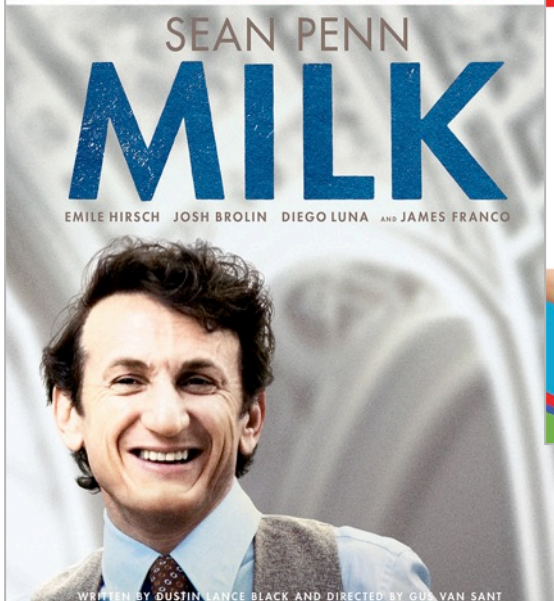
Hosted Reception Prior to Screening

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




UNIVERSAL STUDIOS
HOLLYWOOD

LA! PRIDE

PRIDE is UNIVERSAL
JUNE 9
LEARN MORE AND BUY TICKETS NOW AT
WWW.LAPRIDE.ORG

Best Practices

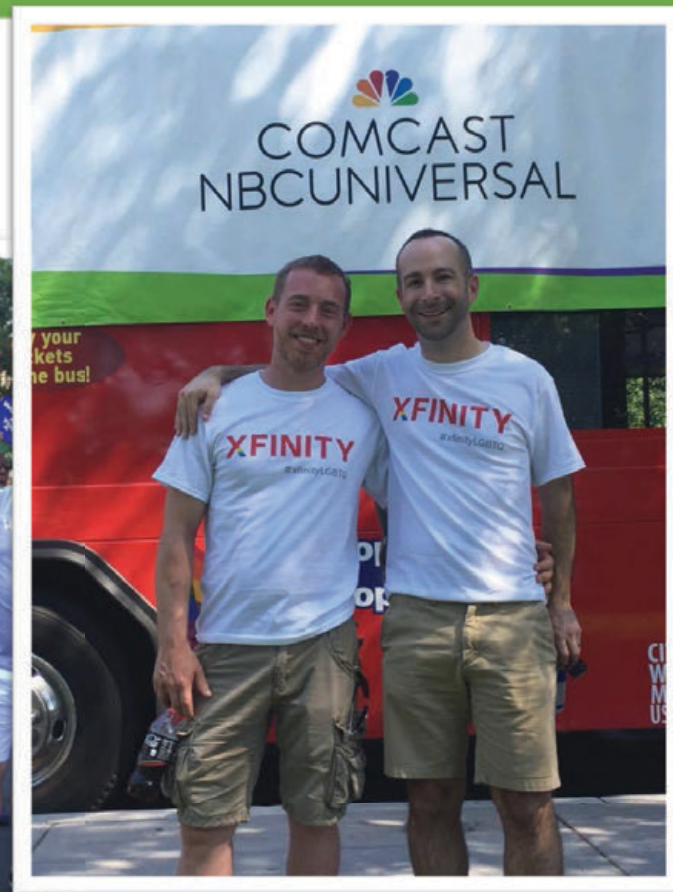
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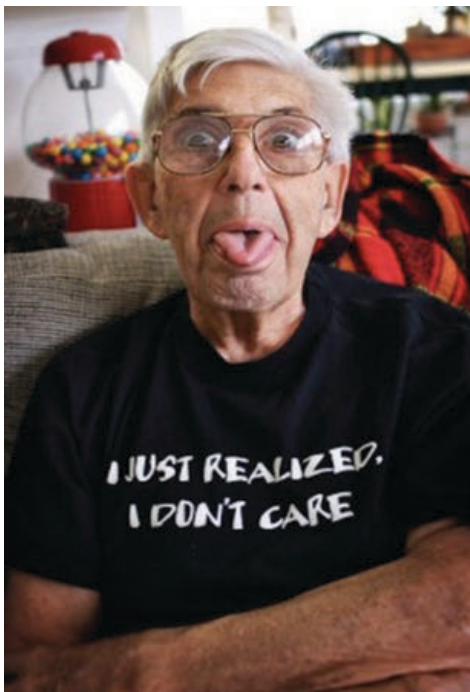
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WHAT'S HOT: Bold, Easy to Read Logos



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

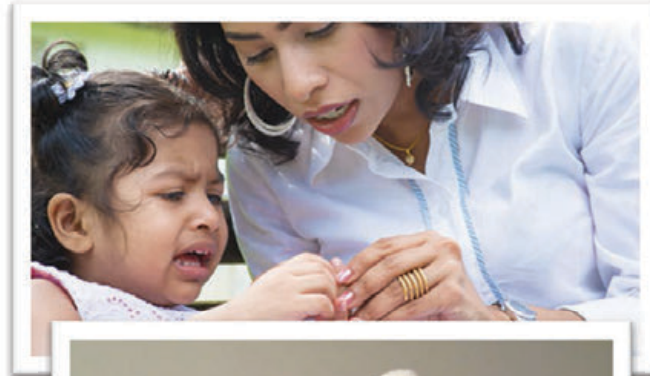


WHAT'S NOT:

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

Master Parade Signage #1 NEW 2016

COMCAST NBCUNIVERSAL

4You Hairspray Out

COMCAST NBCUNIVERSAL Out #PrideNBCU

Zone 1 (14)
NBCA Talent Zone (1 talent expected)
1. Vehicles will be on street
2. camera/bleed, 1 van
3. Wheelchairs (2 per vehicle)
4. Wheelchairs (2 per vehicle)
5. NO Guard Balloons
6. Click Sign Carriers (see map)

Zone 2
Hairspray Live Dancers
Out car with PA/V, signage on sides
Billboard for film, (1 character video)
Dancers follow
9. Click Sign Carriers with Wigs

Zone 3 (14)
Banners & Welcome
Chairs ONLY for THIS ZONE: Comcast NBCUniversal
1. Main banner
2. Click signs for brands
3. Guard Balloons (1 of each color)

Zone 4 ("200")
BALLOON BRIGADE
80 Guard Balloons
Hats & Wigs

Zone 5 (2)
USB Trailer / End section
Trailer will be on street
7. Billboards
4. Wheelchairs
6. Balloons
4. Click Sign Carriers

Face Painter
Boy in the Kitchen #2
Plants
Baby Blues BBQ
Vision Media
Boy in the Kitchen #1
Plants

Santa Monica Blvd

Zone 1 Layout

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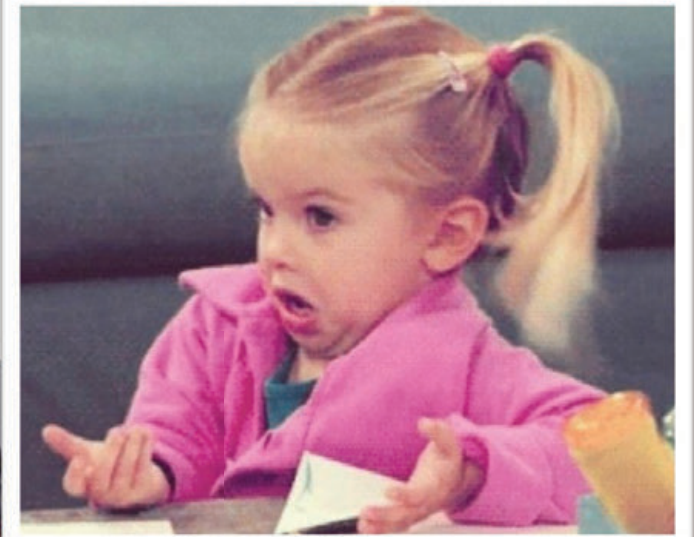
4You Hairspray Out

BANNER

Marchers (20) with Assorted Brand Signs

WHAT'S NOT: The Hot Mess

- Negative experience for volunteers



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"



Workshop Part 3

**Best Practices:
Ways to maximize the
Pride experience
for your ERG, your brand,
your budget & the consumer.**

A large, stylized rainbow graphic composed of several overlapping, curved bands of color (purple, red, orange, yellow, green, blue) that curves from the top right towards the bottom left, framing the right side of the slide.

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The logo for imre, featuring the word "imre" in a white, lowercase, sans-serif font centered within a solid orange square.

imre

Q & A

Out



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