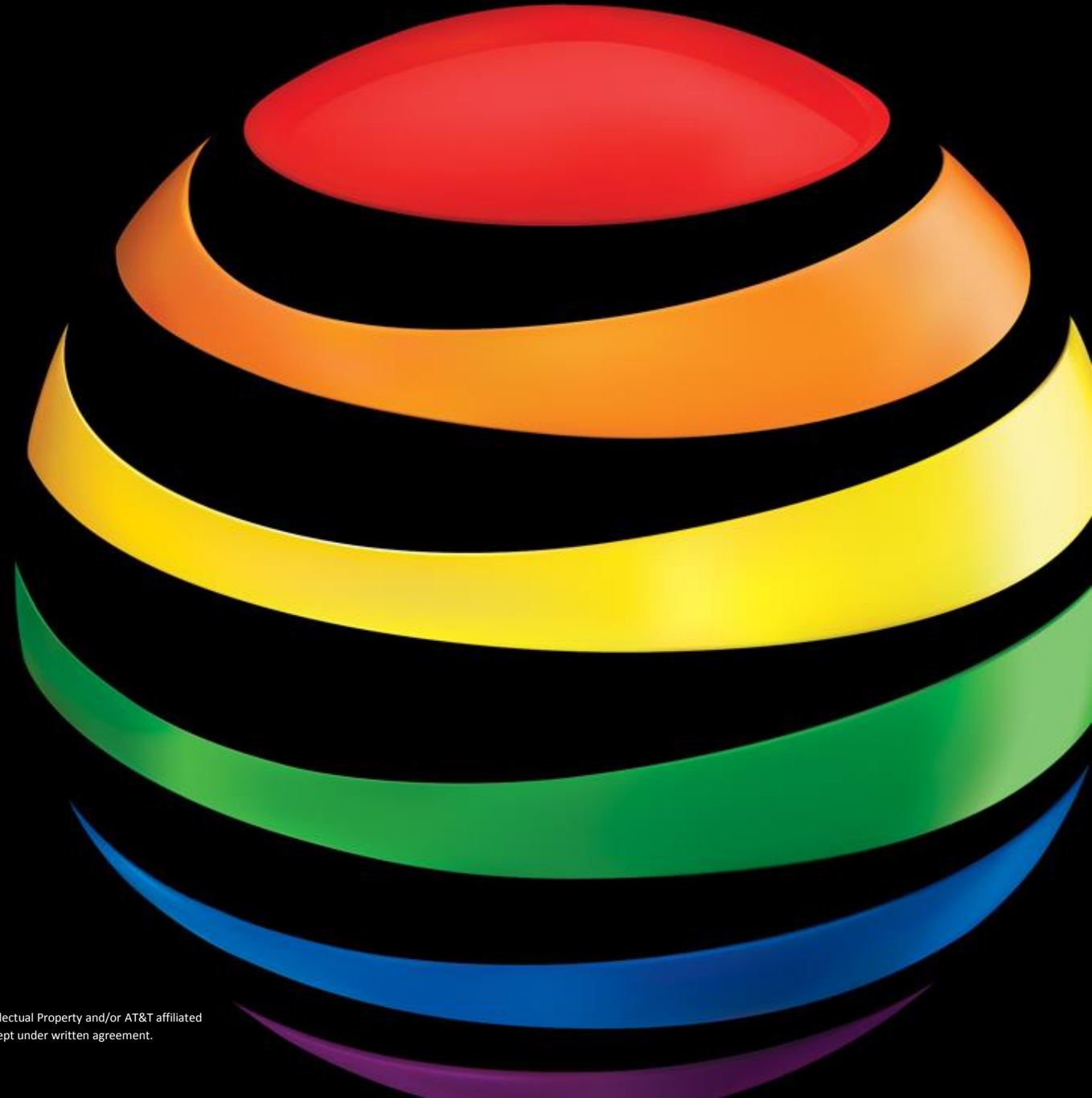


Demonstrating Boldness in LGBT Marketing

2017 Out & Equal Conference

Robert Hebert



PLANNING

Situation Assessment Opportunity Identification Positioning Statement

- Size of Opportunity
- Consumer Insights
- Business Performance
- Brand Health
- Competitor Analysis

PLANNING

Situation Assessment Opportunity Identification Positioning Statement

- Target
- Product
- Promotion
- Place
- Partnership Identification

PLANNING

Situation Assessment Opportunity Identification Positioning Statement

For (your target) who wants / needs (reasons to buy your product/service), the (your product or service) is a (category) that provides (your key benefit). Unlike (your main competitor), the (your product/service) (your key differentiator).

CAMPAIGN DEVELOPMENT

Work the Plan

Campaign Examples

2017 Plan Highlights

- Promote our uniqueness
- Retain & attract customers
- Go beyond Pride
- Support more partners

Segment Key Insights

- LGBT consumers are more likely to stay with or switch to companies that **proactively support the LGBT community**.
- Top 3 LGBT Issues – Youth Issue (safety, well-being), violence against the LGBT community, protecting marriage equality.

AT&T: Our Commitment to the Lesbian, Gay, Bisexual, Transgender & Ally Community

A History of Promoting Diversity and Prohibiting Discrimination

- In 1975, AT&T became one of the first major American corporations to adopt a policy prohibiting discrimination against employees based on sexual orientation.
- Established in 1987, LEAGUE at AT&T (Lesbian, Gay, Bisexual, Transgender and Allies Employee Organizations of AT&T) is one of the oldest LGBT Employee Resource Groups (ERG) in the nation.
- In 1998, AT&T adopted one of the first domestic partner benefits programs for LGBT employees.
- In 2006, AT&T was one of the first U.S. corporations to offer transgender-inclusive health care benefits.
- In 2014, AT&T, the National Gay & Lesbian Chamber of Commerce (NGLCC) and others helped pass a California law requiring public utilities to extend procurement opportunities to certified LGBT business enterprises.
- In 2015, AT&T signed onto a "friends of the court" brief at the U.S. Supreme Court to support the business case for marriage equality.
- AT&T opposes laws that permit discrimination against any of our employees or customers in conflict with our core diversity values.

Diverse Employer

At AT&T, diversity and inclusion will always be top priorities.

- Named one of the "Best Places to Work" by the Human Rights Campaign (HRC) for the 13th consecutive year, receiving a perfect score from 2004-2017 on the Corporate Equality Index for its fair treatment of LGBT employees.
- Ranked one of DiversityInc's "Top Companies for LGBT Employees" in 2017.


Community Supporter

AT&T is committed to supporting organizations and projects that strengthen the LGBT community.

- The annual "AT&T Live Proud" campaign invites the LGBT community to take part in an effort centered on awareness and empowerment. In 2017, AT&T Live Proud is supporting GLAAD by inviting consumers to share #WeAreBold social messages and donating \$1 per post to GLAAD up to \$50,000.
- The LEAGUE Foundation provides scholarships to LGBT college-bound high school seniors.
- AT&T supports initiatives that promote safety and inclusion for LGBTQ youth, including HRC's *Time to THRIVE* conference, The Trevor Project's suicide prevention and crisis intervention service, GLSEN's work to ensure a safe learning environment for all students and the Tyler Clementi Foundation's work on films providing teens and parents with unique insights into spotting and preventing cyberbullying.
- Through funding and employee volunteering, AT&T supports various HIV/AIDS charities, including Broadway/Cares Equity Fights AIDS, SF AIDS Foundation, and AMFAR.
- In 2015, we joined the HRC Global Business Coalition and the Open for Business coalition promoting equality around the globe.

At AT&T, Every Voice Matters

INK 5/16/17
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AT&T LGBT Attributes



CAMPAIGN DEVELOPMENT

Work the Plan

Campaign Examples

AT&T Live Proud – We Are Bold



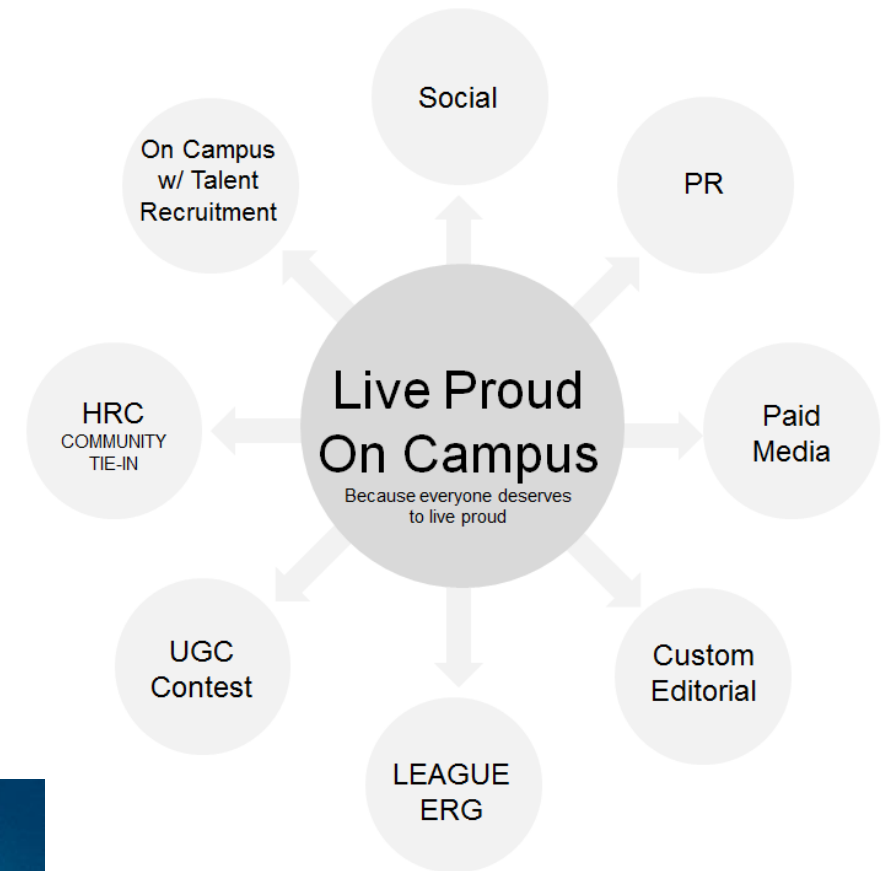


CAMPAIGN DEVELOPMENT

Work the Plan

Campaign Examples

AT&T Live Proud on Campus Scholarship Contest



LGBT COLLEGE STUDENTS!



CAMPAIGN DEVELOPMENT

Work the Plan

Campaign Examples

AT&T Live Proud Holidays



Goals

Tactics

KPIs

Measurement

Virtues of the creative brief

To content creator

- Concise delivers campaign details (what)
- Characterizes target (who)
- Provides background (why)
- Offers key consumer insights
- Identifies brand values to represent (how)
- Provides criteria for creative evaluation
- Delivers the key message
- Identifies all other musts

To client

- Clarifies goals & expectations
- Articulate facts and assumptions
- Is an opportunity for all stakeholders to provide input
- Builds consensus
- Provides evaluation criteria
- Identifies metrics for success





PARTNERSHIPS

OUT & EQUAL
2017 WORKPLACE SUMMIT



Since the start of marketing directly to LGBTs, AT&T's Diversity Marketing Group has looked to LEAGUE @ AT&T for support, inspiration, and direction.

- Mark Barfield

COLLABORATORS

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