

The Effect Of LGBTQ+ Concepts And Models In Advertising Leading To Sales And Increase In Inclusivity

Author

Abstract:

In the last few years the use of LGBTQ+ models (i.e.: Lesbian, Gay, Bisexual, Transgender, Queer) in advertising has increased and has gained a lot of attention. The paper explores the ways through which the inclusion of LGBTQ+ models contributes to the increased sales of advertising campaigns. It also analyzes the importance of how inclusivity and diversity are promoted in advertising and how LGBTQ+ has a positive effect on brand perception, market reach and consumer loyalty. By analyzing some previous research, the paper aims to focus on the potential benefits and justification behind the usage of LGBTQ+ models in advertising campaigns.

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I. Introduction:

Background

Advertising plays an important role in creating consumer ideology, increase in sales and promoting brand loyalty of a brand. (*Belch and Belch*) Hence the implementation of inclusive and diverse representations in the advertising field has become extremely important in today's multicultural progressive society. The LGBTQ+ community has gained a lot of significant visibility and recognition in the last few years, leading to the evolution of LGBTQ+ focused advertising campaigns. The paper also finds out how and why the use of LGBTQ+ (i.e.: Lesbian, Gay, Bisexual, Transgender, Queer) has led to increased sales of advertising campaigns. (*Lavina and Yadav*)

Objectives

To focus on the importance of LGBTQ+ inclusivity in ad campaigns as a mirror of societal values, the paper also helps to analyze how the representation of LGBTQ+ changes brand perception and fosters emotional connections with the audience and consumers. It also examines how using the LGBTQ+ community in advertising campaigns affects sales by prospecting into the LGBTQ+ community as a market segment. It also focuses on how the LGBTQ+ ad campaigns are successful and have made their impact on consumer behaviour. And lastly, it pinpoints the potential challenges and controversies that are associated with LGBTQ+ (i.e.: Lesbian, Gay, Bisexual, Transgender, Queer) advertising.

II. The Impact Of LGBTQ+ Representation In Advertising

Diversity as a Reflection of Society

Inclusive advertising perceives the diversity and complexity of society and human behaviour. By featuring LGBTQ+ models in ad campaigns companies show their commitment to acknowledge and embrace a wide range of orientations and identities. (*Johnson and Grier*) The societal progress and inclusivity are aligned and oscillate positively with the consumers who value diversity.

Building an Inclusive Brand Image

Brands that initiate to promote diversity and inclusivity help to enhance their brand image and make a more positive perception among the audience/consumers. Companies featuring LGBTQ+ models in their campaigns convey a message of acceptance, equality and support for the LGBTQ+ community. It showcases goodwill and loyalty among both LGBTQ+ and ally customers.

Targeting LGBTQ+ Consumers

LGBTQ+ (i.e.: Lesbian, Gay, Bisexual, Transgender, Queer) reflects a significant consumer section of the whole market with substantial purchasing power. When companies come forward with LGBTQ+ models in advertising they tend to appeal to this demographic, creating a sense of relatability and affinity. (*Oakenfull*) By

understanding and serving the needs and desires of LGBTQ+ audiences and consumers, brands can increase their market reach and the potentiality of sales.

III. Enhancing Brand Perception

Increased Authenticity and Relatability

Representing the LGBTQ+ models in advertising portrays authenticity to the brand messages. Consumers often engage more when advertisements that reflect their lived experiences which eventually leads to positive brand perception. LGBTQ+ models have the power to create a sense of relatability and resonate with both LGBTQ+ and allied customers. (*Chasin*)

Engaging with a Wider Audience

All-inclusive advertising that presents LGBTQ+ models can potentially engage a broader audience beyond the LGBTQ+ community. Portraying diverse and inclusive narratives and experiences, these advertisements can grab the attention and empathy of a wider audience, leading to elevated exposure and probable sales.

Strengthened Emotional Ties

Emotions have always been at the centre when it came to consumer decision-making. Therefore, having LGBTQ+ models in advertising can invoke positive emotions & sentiments such as empathy, pride, inclusivity and acceptance among viewers. (*Thompson and Malaviya*) This helps create an emotional tie between the brand and the consumers, leading to boosted brand loyalty and advocacy.

IV. Leveraging LGBTQ+ Concepts And Models To Boost Sales

Grabbing the attention and breaking through the clutter and stereotypes

In an ever-demanding and seemingly competitive advertising arena, standing out and grabbing customer attention with creativity and inclusivity is vital. Therefore, in areas such as having LGBTQ+ representation in advertisements, can provide a unique, exceptional and eye-catching element, aiding brands to break through the clutter and stereotypes. This heightened visibility can translate into an augmented brand recall, and acceptance, which can ultimately lead to success.

Knocking on to the LGBTQ+ Community as a Possible Market Segment

Featuring LGBTQ+ models in advertising, brands can knock into the purchasing power of the LGBTQ+ community. This demographic scenario often portrays that brands often align their values which demonstrates inclusivity. Doing so, helps them establish connections through inclusive advertising, leading to a competitive advantage, elevated market share and a wide drive in sales growth.

Inspiring Positive Word-of-mouth and Social Sharing

Advertising campaigns in general can generate positive word-of-mouth and social sharing, and including LGBTQ+ models in advertising will only be an added advantage to this feature. (*Vredenburg et al.*) Doing so, gets the attention and appreciation of the consumers, along with that promotes diversity and inclusivity. Moreover, as these advertisements gain momentum, they amplify brand awareness and attract new consumers, thus eventually impacting sales positively.

V. Case Studies: A Brief Study Of Successful LGBTQ+ Advertising Campaigns.

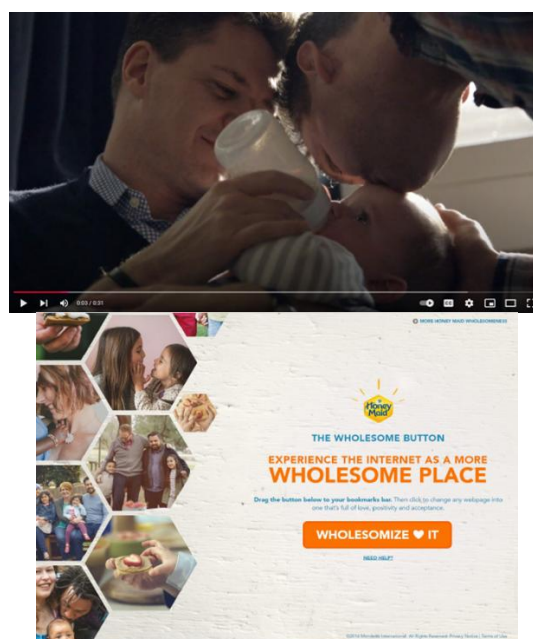
Absolut Vodka's "Kiss with Pride" Campaign

Absolut Vodka, a Swedish Vodka-making company, has one of the best advertisements which promotes inclusivity. Their "Kiss with Pride" campaign features LGBTQ+ couples sharing a kiss. (*Absolut*) This campaign by Absolut Vodka aimed to redefine the way love can be celebrated. Because of its inclusivity, the advertisement successfully reached the LGBTQ+ community, also far and wide, which resulted in augmented brand visibility and positive brand reception.



Honey Maid's “This is Wholesome” Campaign

Honey Maid'd “This is Wholesome” campaign portrayed diverse family structures, including LGBTQ+ families. The campaign’s goal was to redefine ‘wholesome’ through the sense of family, which received significant media coverage as well. Doing so helped Honey Maid garner customer loyalty and strengthen its brand image as well. (Honey Maid; Neff)



<https://youtu.be/2xeanX6xnRU?si=IVbNDbImpi2sVxn5>

Coca-Cola's "percentage a Coke" marketing campaign

Coca-Cola; that is already a famous emblem amongst each institution of human beings, also made a commercial campaign "percentage a Coke" wherein they featured a same-sex couple sharing a Coke. Through this advertisement, they tried to showcase love and attractiveness, irrespective of the stereotypical gender and societal norms. Doing this, allowed Coca-Cola to enlarge their client base and make its brand a commodity for everybody. (Coca-Cola; Mulvaney)



Levi's "Proudly Original" Campaign

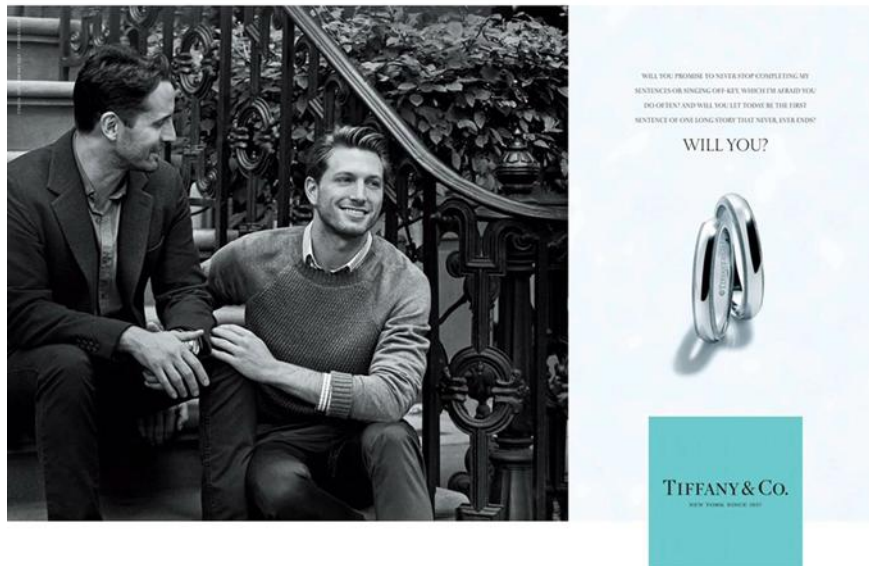
Levi's "Proudly Originally" campaign featured LGBTQ+ individuals articulating and expressing their unique identities. They portray the same by sharing personal stories, which add a sense of sympathy and empathy among the consumers, thus leading to a celebration of authenticity and inclusivity. (Levi's; Meyer) This campaign successfully established Levi's as a brand that celebrates individuality, inclusivity and acceptance, leading to increased consumer engagement and sales.



Tiffany & Co.'s "Engagement Ring" commercial

Tiffany & Co's 2015 advert for 'Engagement Ring' for the first time showcases a same-sex couple. They portray an actual-lifestyle couple to expose that 'Marriages in recent times aren't linear and actual love can manifest more than once with love stories coming in a diffusion of forms.' (Tiffany & Co.; Paton) This

advertisement via the agency has enlarged its consumer base by showcasing emotions of love, attractiveness and inclusivity.



<https://www.youtube.com/watch?v=wa7kx8Wj4>

VI. Acknowledging And Addressing Potential Challenges And Controversies:

Navigating consumer Backlash

Whilst inclusive marketing has received considerable popularity, it can nonetheless face backlash from people or businesses who hold conservative perspectives. corporations must be prepared to address and reply to potential complaints, making sure they stand through their commitment to inclusivity and diversity. (*Brown; Vredenburg et al.*)

Authenticity and genuine illustration

To avoid tokenism or exploitation, it is critical for corporations to make sure of the actual illustration of LGBTQ+ models in advertising. manufacturers have to engage with LGBTQ+ communities and collaborate with LGBTQ+ individuals to make certain their stories and reports are as it should be portrayed.

Balancing representation across the LGBTQ+ Spectrum

The LGBTQ+ network is various, encompassing diverse identities and studies. brands have to attempt for inclusive representation that goes beyond stereotypes and includes a range of LGBTQ+ individuals, ensuring that no specific institution is omitted or misrepresented. (*GLAAD*)

VII. Conclusion:

Precis of Findings

The usage of LGBTQ+ models in marketing has the capability to positively impact income with the aid of improving logo belief, attracting a much broader audience, and tapping into the LGBTQ+ network as a marketplace section. Inclusive advertising campaigns that authentically constitute LGBTQ+ people and studies can create emotional connections, foster logo loyalty, and force customer advocacy. (*Oakenfull; Vredenburg et al.*)

Guidelines for destiny research

Further studies should focus on know-how the lengthy-time period outcomes of LGBTQ+ advertising on brand loyalty and income overall performance. Moreover, reading the effect of LGBTQ+ illustration in exclusive cultural contexts and its outcomes on various customer segments would offer precious insights for advertisers.

In conclusion, embracing LGBTQ+ inclusivity in advertising and marketing isn't always most effective a reflection of societal values but additionally a strategic move which could result in extended sales and logo increase. By offering LGBTQ+ models, manufacturers can build an inclusive brand picture, beef up emotional connections with purchasers, and tap into a substantial marketplace section. The successful implementation of inclusive advertising campaigns calls for careful attention of authenticity, illustration, and addressing ability

challenges. Ultimately, with the aid of selling diversity and inclusivity, organizations can create an effective impact on society while reaping the benefits of accelerated income and patron loyalty.

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