

Pride in Posters

How to ensure representation of LGBTQIA+ in your Out-of-Home campaigns

1

Drive Community Collaboration

Proactively engage LGBTQIA+ individuals at multiple touch points throughout campaign planning, especially during ideation and execution phases.



2

Showcase Joyful, Everyday Stories

Feature LGBTQIA+ people living their lives, experiencing love, pursuing their passions, and simply being themselves. Normalise their presence in everyday settings. Focus on uplifting narratives and avoid stereotypes.



3

Embrace Diversity and Intersectionality

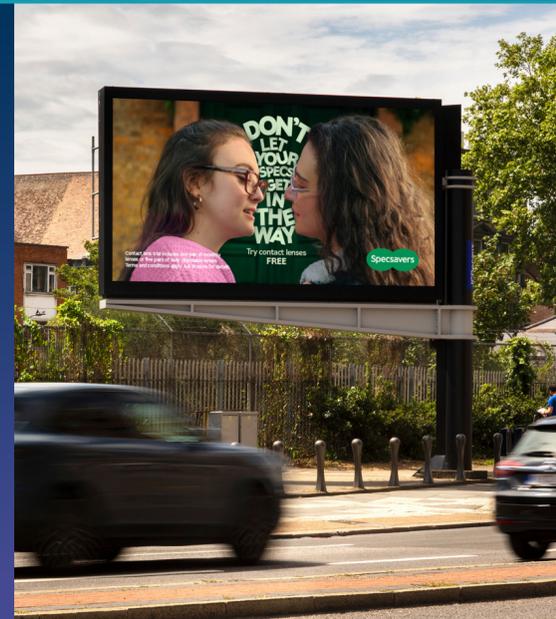
LGBTQIA+ individuals who represent a variety of intersecting identities, including different races, ethnicities, ages, abilities, body types and socioeconomic backgrounds, reflecting the vibrancy and diversity within the LGBTQIA+ community.



4

Seek Boldness with Nuance

Craft messages that are subtly powerful, spark conversation, and challenge norms or expectations around LGBTQIA+ people. Remember that boldness doesn't always have to be loud and covered in rainbows.



5

Connect LGBTQIA+ People to the Narrative

Ensure LGBTQIA+ representation is woven into the core concept and narrative of the campaign, rather than being a superficial add-on. Avoid “simply” (and tokenistically) including an LGBTQIA+ person for the sake of it.



6

Location Matters

Consider visibility when choosing OOH locations. Reach a broad and varied audience by placing advertisements in prime locations such as on high streets, at rail stations or on roadside sites.



7

Align Your Company Values

Ensure your company’s internal policies and practices reflect genuine support for the LGBTQIA+ community. Authenticity is crucial.



8

Stand By Your Campaign

Remain committed to your message and don’t back down from those who oppose inclusivity. Develop a clear and concise response strategy, outlining key messages and spokespeople who can address any criticism.



9

Utilise Available Resources

Leverage tools and guidelines from organisations like JCDecaux and DSC to ensure your campaign is both inclusive and effective.

- Host workshops and ideation sessions with DSC to create spaces where LGBTQIA+ community members can share their ideas, experiences, and perspectives freely.
- Work with DCS to test creative copy, visuals, and other media with a range of LGBTQIA+ consumers and professionals to maximise impact whilst ensuring inclusive and authentic representation.
- Optimise campaign creative with JCDecaux’s in-house AI creative testing tool, Visual Impact Measurement (VIM), which looks at which parts of the creative capture audience focus.

