



The world's LGBT marketing agency.

Out Now.

The world's leading provider of insight through marketing solutions focused on delivering improved understanding and enhancement to LGBT people's lives - wherever they may live.

Roadmap

- Welcome + introductions
- Study overview
- Home Office
- Diversity Sells
- Working voices
- Media matters
- Grey and gay
- The L in LGBT
- Case study 1
- TUI Freedom
- Case study 2
- Lloyds TSB
- Panel discussion
+ Questions
- Close

Welcome+introductions



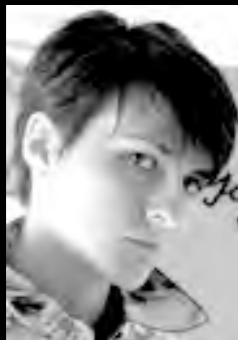
Darren**Cooper**



Thomas**Lynch**



Kim**Watson**



Lotte**Jeffs**



Dick**Stroud**



Ian**Johnson**



Susann**Jerry**



Paul**Bradley**



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Ticking The Box or **Hitting The Mark**



Effective and integrated marketing to LGBT consumers

Kim Watson – MPG

21/1/2011

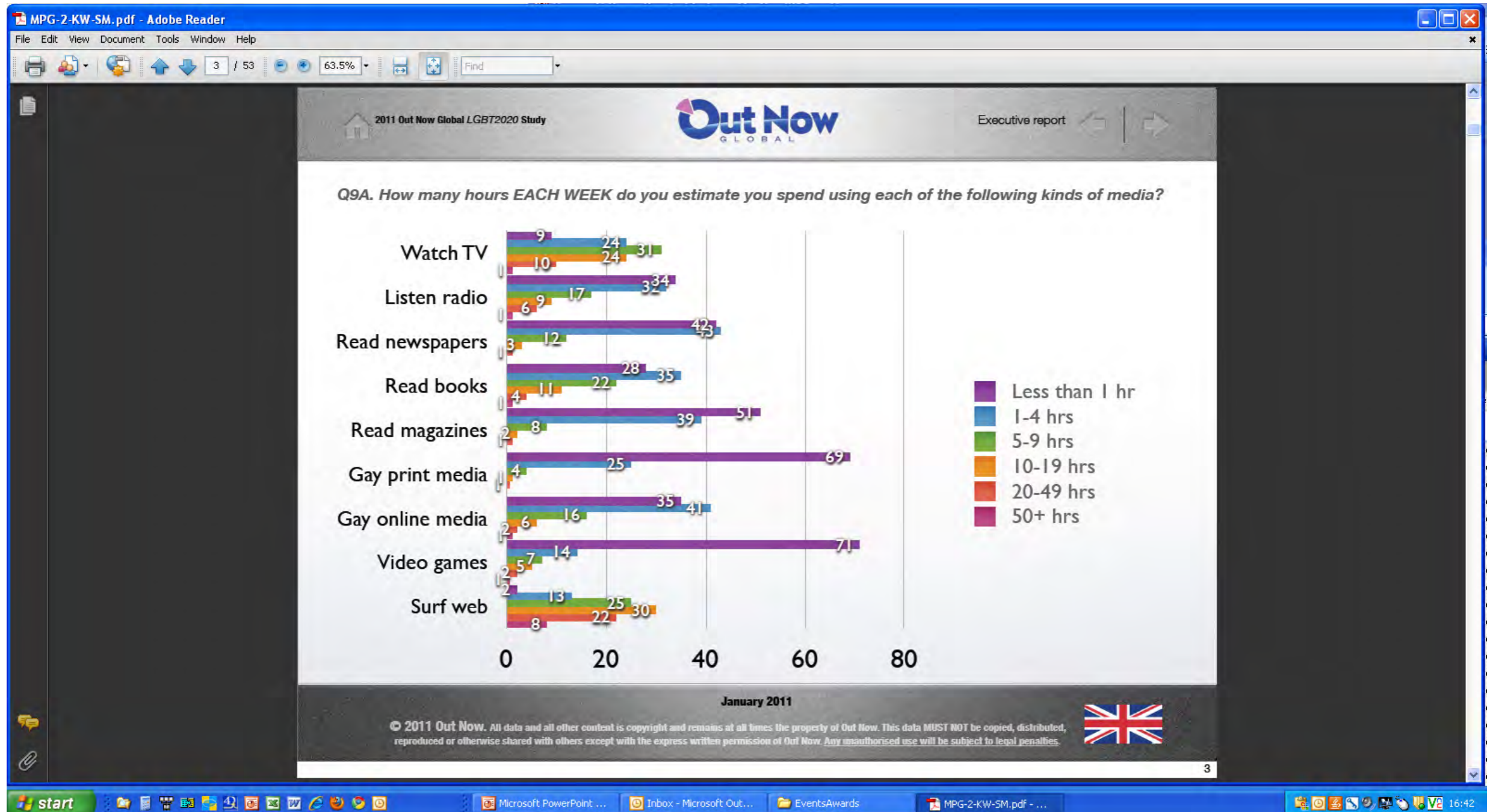
www.millivres.co.uk

Why is an integrated approach important in the UK ?

More people are online 40.5 million in UK

- **Older maturing internet audience** – 1.2 million more 55 plus up 16% YOY
- **Ubiquitous broadband** 92% of UK now have high speed broadband
- **Social Media Fever** – Around 23% of all time spent online in UK is to socialise with others making sessions more immersive, interactive and engaging.
- **Devices and Connectivity** – i-Pads, smart-phones, 3G Dongles and enhanced Wifi are driving an “always-on” culture.
- **Media use by age** - Text more important than email to younger adults. Email of higher importance to 45 plus market.
- **People spending more time consuming media** Media is fragmenting yet people are spending 7 hours 5 mins or **45% of their day their waking lives consuming some form of media** communications.
- **Media multi-tasking** is prevalent. This has also highlighted benefits and increased attention re traditional media – **print and TV benefiting from highest solus attention.**
- Print and online **display advertising** is creating a **halo/media multiplier effect** and supporting online calls to action such as driving search behaviour or research online driving store visits.
- Source: Ofcom/Nielsen/IAB 2010 reports

OutNow UK Media consumption statistics -



OutNow UK Media consumption statistics (applied to Ofcom's media day)

- 31% spend 5-9 hours per week watching TV. (44-77mins per day v UK average = 212 mins per day)
- 32% spend 1-4 hours per week listening to radio (8.5 to 34 minutes per day compared to UK average 91 mins)
- 43% spend 1-4 hours per week reading newspapers
- 35% spend 1-4 hours per week reading books
- 39% spend 1-4 hours per week reading magazines (8.5 to 34 v UK average is 31 mins per day)
- 30% Spend 10-19 hours per week (85 mins to 162mins per day compared to 36 mins per day UK average) surfing the web with a further 22% spending 20-49 hours per week surfing the web (3 – 7 hours per day)

LESS time spent on TV & RADIO MORE time on PRINT and ONLINE MEDIA by the gay market in UK

Specific Gay Media consumption:-

69% spent less than 1 hour per week and 25% spent 1-4 hours per week using **gay print media.**

35% spent less than 1 hour per week and 41% spent 1-4 hours per week using **online gay media.**

UK Sample Social & Search Media

- 62% use **Google** many times per day and 49% a few times per day
- 34% use **Facebook** many times per day and 24% a few times per day. Over 1/3 of GT and DIVA readers use FB many times per day and 66% a few times per day and Pink Paper 30% & 53% high daily use across most age brackets(Under 18-54)
- 62% Never use **Twitter** (only 4% use it daily)
BUT 38% of GT and almost 30% of DIVA and Pink Paper samples use Twitter daily
- 30% use **You Tube** once every few days
- **REMINDER: 23% of UK population uses social media daily**

Portable Media Device Take-Up

by MPG Media Brand compared to Ofcom UK media report

- GT

73% own a Laptop 26% intend to buy one.
26.1% own an iPhone and 21.2% intend to.
16.4% own an Blackberry and 8.3% intend to
22.1% have other mobile phone 18.2% intend
6.2% own an iPad 17.5% intend to.

- DIVA

71.5% own a Laptop 24.7% intend to buy one
17.8% own an iPhone and 17.6 % intend to.
13.2% own an Blackberry and 6.4% intend to
25.2% have other mobile phone 19.7% intend to
1.8% own iPad 9.8% intend to

- PinkPaper.com

70.4% own a Laptop 24.1% intend to buy one
22 % own an iPhone and 18.3% intend to.
14.9% own an Blackberry and 5.4% intend to
24.4% have other mobile phone 19.6% intend
2.6% own iPad 15.5 % intend to

64% of UK population own a computer (PC or Laptop)

60% take up of mobile phones

24% own a 3G handset (incl. smart-phone or iPhone)

12% own other handheld PDA/devices (incl. iPad)

Influence of gay media & events

- **Brands Targeting our market need to think about the right media mix because...**
- **60% are more likely to be influenced by well targeted gay marketing activities and...**
- **a further 25% may be influenced by brands actively advertising, marketing or taking our sponsorship targeting gay men and women, or companies with a diversity & inclusion policy. (OutNow 2011)**

Meaningful Engagement

- **Targeting specific audiences** – Lesbian, Gay Men and bi-sexual as well as, geo-demographics, lifestyle and age profiling.
 - Use of an **integrated touch-point driven media mix** – print, digital, events/venues, social media, sponsorship, video and audio.
 - **Use of geographic** targeting via mobile, web segmented network targeting.
- Use of **content driven segmentation** to benefit from media multiplier effect and enhance relevance and engagement.

Content & Channel based segmentation via UK Gay media and community touch-points

LGBT News – PinkPaper.com and Pink News.co.uk aimed at men and women

Men's Lifestyle – GT & Attitude magazines and online

Women – DIVA (print, web and digital) and Gaydar Girls (online dating)

Digital and Mobile media – GT, DIVA & Attitude digital editions and Pink News mobile app.

Shopping Communities – via Prowler Stores, Prowler Direct and DIVA Direct

Targeted events – From Local Prides to Gay Wedding and Gay parenting shows (see following slide)

UK/Europe Ad Network – **Spectrum LGBT Ad network** pulling some these and other LGBT community web sites together coming in Spring 2011.

Digital Radio – Gaydar aimed at men and women

Free & Regional Gay Media – Boyz, QX, G-scene, Midland Zone, Out in The City & G-3

Dating Communities – Gaydar, Parship, Manhunt online and Grindr, QrushR on mobile - 10% or the OutNow sample regularly use dating websites.

Relationships and Alternative Families

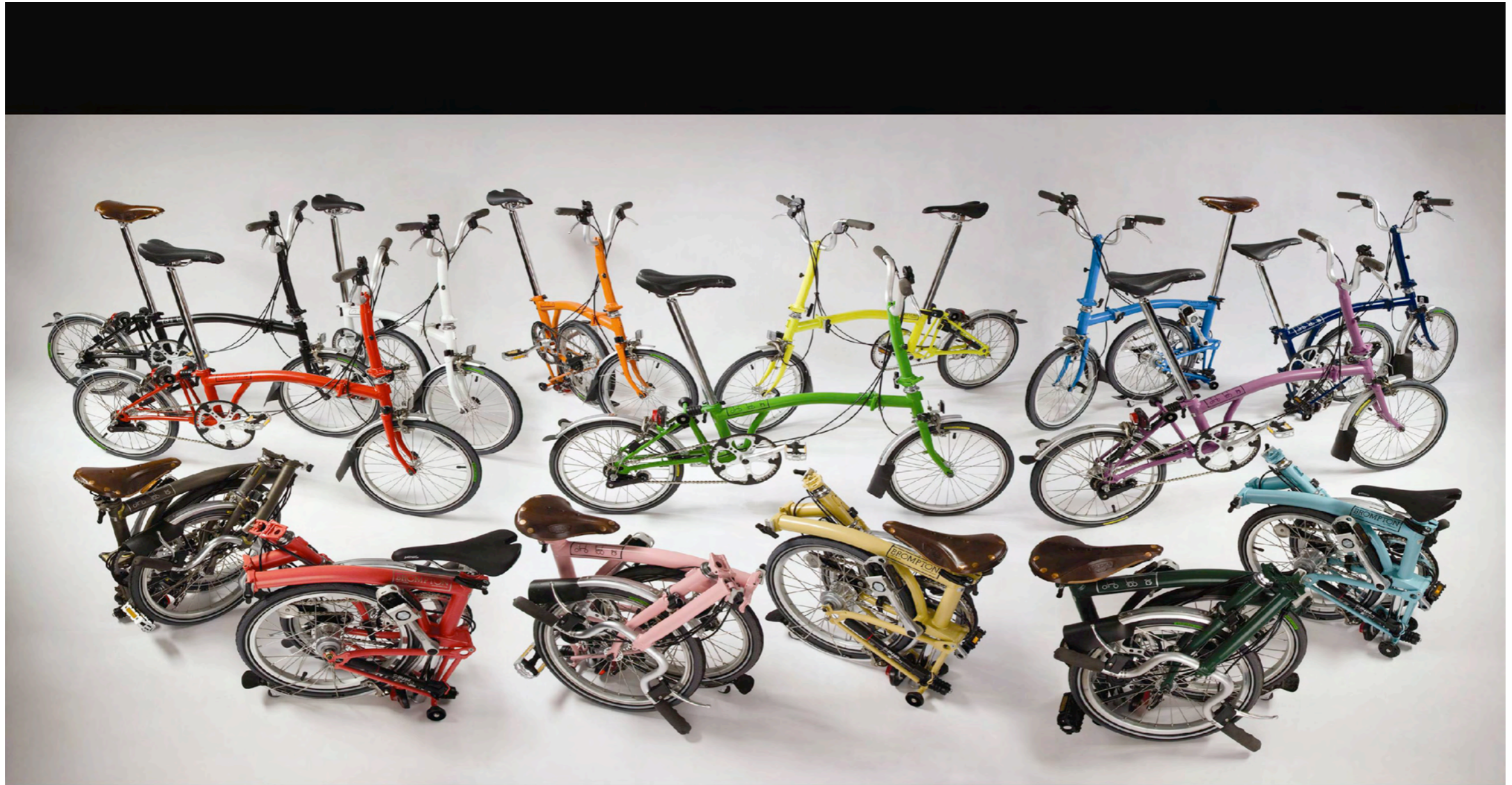
As many (gay men) GT readers & as DIVA readers (women) planning to become parents through adoption, donor or surrogacy.

- Slightly more of the GT than DIVA sample intend to enter into a Civil Partnership in the future
- Removal on 2nd date myth busted! 😊

MPG Media Brands

- GT monthly glossy magazine 68,143 copies
- DIVA monthly glossy magazine 55,643 copies
- Since 1984 Print circulation & Subscriptions
- Since 2009 Digital back issues, single issues and subscriptions showing 80% growth in six months launch via Apps store.

Meaningful print advertising



BROMPTON
www.brompton.co.uk



Made in London with pride

MPG Media Reach

- **Web traffic**
- Pinkpaper.com 240,950 unique visitors per month generating 414,519 page views.
- GT uvpms 53,156 and 175,803 page views
- DIVA 37,902 uvpms and 107,123 page views

Source: Google Jan-Dec 2010

Deloitte Sponsored feature

SPONSORED FEATURE: Deloitte GLOBE Network

Imagine working at a major firm where you feel supported and free to be yourself. At Deloitte, our GLOBE network exists to support gay, lesbian, bisexual or transgender people to be comfortable being open about their identity with colleagues and clients alike.

14 December 2010

Imagine working at a major firm where you feel supported and free to be yourself. At Deloitte, our GLOBE network exists to support gay, lesbian, bisexual or transgender people to be comfortable being open about their identity with colleagues and clients alike.

So if you joined us, you'd be among 11,000 dedicated professionals providing audit, consulting, corporate finance, risk management and tax services.

And you'd be working in a culture that knows that individuals perform at their best when they are able to be themselves, and are able to recognise and celebrate what makes each of them unique. The values that we share are strengthened by embracing the individual differences between us.

GLOBE is supported by the most senior levels of the Deloitte leadership, and benefits our firm by ensuring that we maintain an edge in the battle to recruit the very best talent available in the marketplace. That is why we are proud to be launching our first national advertising campaign targeted at recruiting LGBT talent in the Pink Paper.

But GLOBE is not just about finding the best people - it's about keeping them too. We want our LGBT professionals to want to stay with the firm. We offer:

Deloitte.

Around here only one part matters

PinkPaper MAGAZINE

Pink Paper xtra Sign up for our free e-newsletter

Pink Paper readers' awards 2011

GRINDR XTRA Push notifications • No banner ads • Swipe through profiles, Load 100 more guys • Premium support, New features priority • Help Grindr expand! Download

News Your Pink Jobs Dating Awards Login Register

start | Inbox - Microsoft Out... | Deloitte Online - Mess... | EventsAwards | Microsoft PowerPoint... | SPONSORED FEATUR... | 18:03

E-Marketing, Social and Rich Media opportunities

- **GT Xtra** e-newsletter sent twice monthly
- **DIVA Xtra** e-newsletter sent twice monthly
- **Pink Paper Xtra** e-newsletter sent 3 times per week

- **SOCIAL Media**
- Facebook GT now has 100,000 followers
- Twitter - hourly tweets and links
- You Tube – added value content and video footage
- Video advertising via pre-roll Pink Sixty News and digital issue hyper-links to own video adverts

GT & DIVA in Apps store

Shop My Library Bookmarks Settings

Gay Times Magazine

Jan 2011

Thirty one sexy male celebrities all strip completely naked to promote awareness of the Terrence Higgins Trust. This year our naked issue is bigger and better than ever before. Some of the well known names involved include X Factor boybands The Reason and FYD last year's runner up Llovd Daniels and

£2.99 Buy this issue.

£13.99 Subscribe for 6 issues **Save 22%**

£24.99 Subscribe for 13 issues **Save 36%**

Contents Preview

Shop My Library Bookmarks Settings

Diva Magazine

Jan 2011

This issue of DIVA features an exclusive shoot and interview with Heather Peace the breakout star of BBC's Lip Service. We've also prepared a guide to the best parties this season and the morning after you can check out our new year new you guide - a series of features on how we can make real positive change in our lives.

£2.99 Buy this issue.

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Contents Preview

MPG - Trusted, heritage brands that innovate

- GT est. 1984 and celebrating 400th issue in 10 months time.
- DIVA est. 1994 celebrating 200 issues in Jan 13.
- Pink Paper est. 1986 and 25 in 2012.
- 3 Heritage media brands that are leading through trailblazing change, continued community engagement and relevant reach.



PreferredMediaPartner



- Global program
- Quality media
- Better targeting
- Approved by Out Now
- Advantages



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LGBT2020.

- OutNowGlobal.com
- NextLevelThinking.com
- LGBT2020.com
- info@OutNowConsulting.com



The world's LGBT marketing agency.

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