

# Pride over pink- washing

Monday 17 June, 15:30 - 16:00  
The Terrace Stage - LGBTQ Programme

**KARMARAMA**  
Part of **Accenture** Interactive

**GAYTIMES**

Charlie Craggs

## Karmarama and Gay Times Launch New Research on LGBTQ+ Perceptions

Ahead of Pride 2019, we wanted to prove the importance of building year-round long-lasting, and meaningful relationships with the LGBTQ+ community.

Generational shifts mean that marketing which is progressive in its representation of the LGBTQ+ community is more important than ever, especially for younger consumers.

### The Key Research Findings:

- Only 36% of 18-24 year olds now identify as completely heterosexual vs 48% who identify as somewhere in between
- One in ten 18-24 year olds now identifies as transgender
- On Instagram only 50% of recent users identify as completely heterosexual
- 64% of the adults surveyed think it's positive for the LGBTQ+ community to be visible in adverts
- 50% of the LGBTQ+ community think the way that LGBTQ+ people are presented in advertising is tokenistic

Join us at Cannes to push for progress...

Pride over Pinkwashing: Building Real Connections with LGBT+ Audiences  
Monday 17th June, 15:30 - 16:00, The Terrace Stage

Gay Times, Charlie Craggs and Karmarama come together at the Cannes Lions Festival, to share research findings and discuss how the creative industry can forge better connections between businesses and a community that historically has been ignored, misrepresented, and, more recently, leveraged with cynicism. They will show how as an industry we can improve representation, fight LGBTQ+ stigma at a global level, and do it with authenticity.

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