

Culture Pop

# Prejudice to Pride

A modern Australian *LOVE* story

the**lab**



# Somewhere over the **Rainbow**

This week saw World Pride 2023 coincide with Sydney Mardi Gras, with the host city putting on a spectacular show, and a welcome return to Oxford Street.

The streets were adorned with rainbows as far as the eye could see, and the buzz in the air was nothing short of electric. It felt like a giant party, where everyone was invited, a far cry from its brutal beginnings.

With brands turning up in their hundreds, the ongoing conversation around meaningful commitment continues to evolve.



# Come Together

In a national call for **equality and inclusion**, it was the first time a sitting Prime Minister marched. A significant event with undoubtably good optics, yet Albo's long history of marching meant it felt genuine and authentic.

This sense of connection to the broader significance of Mardi Gras was echoed by the focus on the ground-breaking 78's, First Nations people and other minority groups within the LGTBQIA+ community, raising awareness of work still to be done on the path to inclusion.



*"It's unfortunate that I am the first, but this is a celebration of modern Australia ... a diverse and inclusive Australia. We need to be a country that respects everyone for who they are."*

Anthony Albanese PM



The theme of inclusion of all groups felt especially strong this year, from the parade starting with an Indigenous float, to the recognition of the original protesters and youth trans support among the 200+ floats

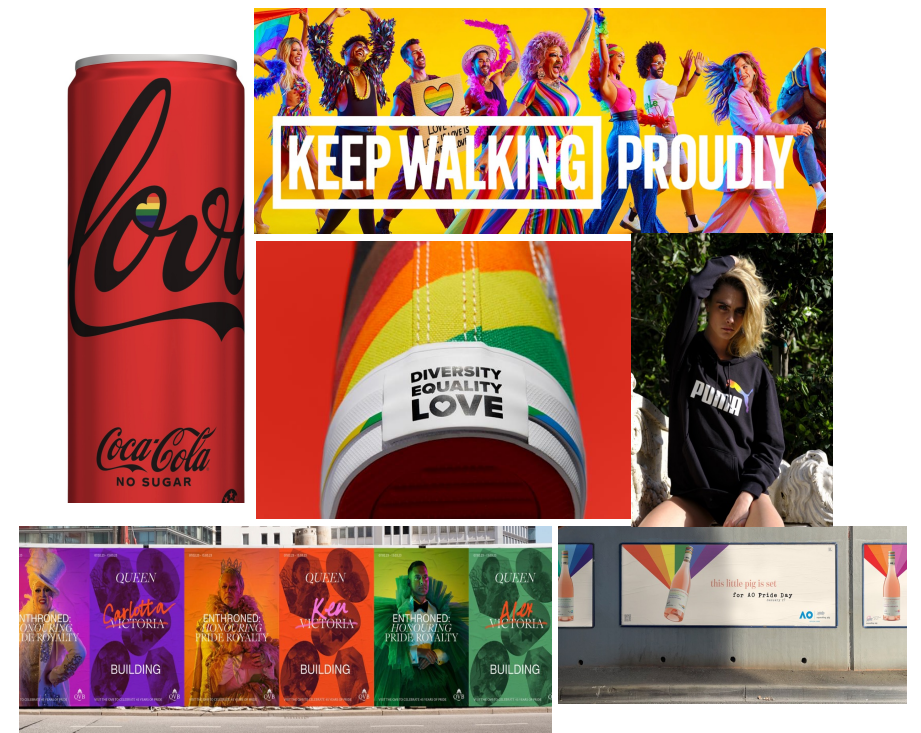


# I'll be there for you

The number of brands with tailored campaigns around World Pride and Mardi Gras 2023 was boundless. It begs a broader question around cut through and the brand benefit of tactical campaigns within such a heavily saturated market.

Our ongoing tracking via The Australia Project continues to show that Australians demand that brands do more to protect, advocate for, and include all people **all year round**. Importantly, the brands that show their support 365 days of the year stand to build longer lasting relationships with consumers.

Levi's and Coca Cola are examples of brands demonstrating their ongoing commitment.



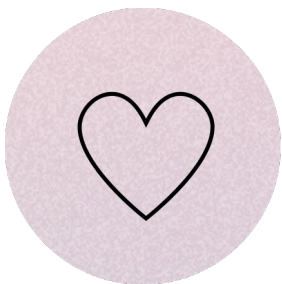
+



Levi's work with Minus18 to create a resource for the correct use of pronouns to support non-binary people .

Coca Cola was a vocal supporter of marriage equality and continues its commitment by creating a diverse, equitable and inclusive workplace.

# Opportunities **For brands**



## **Be a Real Ally**

By demonstrating your commitment to equality and inclusion on the other 364 days of the year.

---



## **Walk the Talk**

Make sure that while you're communicating externally about your support for LGBTQIA+ communities that no one is left behind in your internal work community.

---



## **Shared Values**

Take your commitment deeper by exploring other areas of your business where you can show your support, e.g., supply chain export markets and corporate partnerships.

---



Thank **you** ♀

the**lab**