

A background image of a diverse crowd of people at a pride event, with a rainbow flag being held up. The image is overlaid with a semi-transparent purple grid pattern.

LOGO'S TOP 25

TRAILBLAZING COMPANIES

2016 EDITION

A large crowd of people is shown from the chest up, filling the frame. The image is overlaid with a semi-transparent red pattern of small dots. In the foreground, several individuals are visible, including a man with a beard and glasses on the left, and a young man with short hair in the center. Some people are holding up flags, including a Swedish flag. The overall atmosphere suggests a public gathering or protest.

PROJECT OVERVIEW

PROJECT OVERVIEW

We are proud to unveil Logo's second annual Top 25 Trailblazing Companies. This list honors companies that have served as pioneers and advocates for the LGBTQ community by demonstrating a public commitment to LGBTQ people & issues through their advertising, communications, and other visible actions.

This list was created through extensive research conducted in partnership with Witeck Communications. Starting from a pool of close to 200 consumer-facing companies that earned 100% scores on the Human Rights Campaign's 2016 Corporate Equality Index, we evaluated each company based on seven objective criteria that demonstrate each company's support of the LGBTQ community in the public sphere, including: Inclusive Advertising, Digital Video & Social Media, Policy Support, Spokespersons & C-Suite Executives, Donations & Sponsorships, Website Engagement, and Orlando Support. Companies were awarded points based on their activity in each of these areas (see next page for a detailed breakdown of Scoring Criteria). The final list is composed of the 25 companies who earned the highest scores across all seven criteria.

Note: All findings relied on publicly-reported and available third-party information. We regret if any errors were made in this extensive and original research.

TOP 25 MOST LGBTQ-FRIENDLY COMPANIES IN AMERICA | Commissioned by Logo TV, Researched and Prepared by Witeck Communications

SCORING CRITERIA



INCLUSIVE ADVERTISING

Points awarded to companies that execute ads that are either directly aimed at the LGBTQ community or are LGBTQ inclusive and presented to mainstream audiences. (September 1, 2015 – August 31, 2016)

5 points for TV or print ad in any LGBTQ outlet

+5 points for multiple TV or print ads in an LGBTQ outlet

10 points for each LGBTQ inclusive print, digital, or nontraditional ad in mainstream media

15 points for each LGBTQ inclusive TV ad in mainstream media



DIGITAL VIDEO + SOCIAL MEDIA

Points awarded to companies that create online videos or social media posts (published for general public, not through paid advertising) that highlight LGBTQ equality, events, and/or favorable company policies. (September 1, 2015 – August 31, 2016)

5 points for one LGBTQ inclusive digital video campaign

+5 points for multiple LGBTQ inclusive digital videos as part of the same campaign

5 points for an LGBTQ presence on any social media outlet



POLICY SUPPORT

Points awarded to companies that demonstrate commitment to LGBTQ equality by supporting legislative or other policy proposals to advance LGBTQ rights or through public opposition to anti-LGBTQ legislation. (September 1, 2015 – August 31, 2016)

2 points for each piece of LGBTQ legislation that a company publicly supports (or opposes if anti-LGBTQ in nature) for example:
 • Georgia HB757
 • Mississippi HB1523
 • North Carolina HB2

+2 points for each public statement of support by a CEO

3 points for joining The Corporate Coalition in support of the Federal Equality Act



SPOKESPERSONS + C-SUITE

Points awarded to companies that retain openly LGBTQ celebrities or public figures to speak on their behalf and/or those that appoint openly LGBTQ individuals to senior leadership roles.

5 points each LGBTQ spokesperson within the last year

5 points for any openly LGBTQ employees currently in a senior leadership position



DONATIONS + SPONSORSHIPS

Points awarded to companies that currently support LGBTQ nonprofits, organizations, and events through sponsorships. (September 1, 2015 – August 31, 2016)

2 points for 1 to 3 current LGBTQ nonprofit organization sponsorships

+1 point for 4 or more current LGBTQ nonprofit organization sponsorships

1 point for 1 to 15 current LGBTQ community event sponsorships

+1 point for 16 or more LGBTQ community event sponsorships



WEBSITE ENGAGEMENT

Points awarded to companies that have an LGBTQ dedicated microsite or a web site that includes language that supports LGBTQ inclusive and favorable policies.

5 points for any LGBTQ microsites

5 points for language on their web site that defines LGBTQ-friendly and inclusive workplace policies



ORLANDO SUPPORT

Points awarded to companies for supporting the victims and families of the Orlando shooting.

1 point for changing social media logo (or on-air logo)

1 point for social post(s) in support of victims & families

2 points for any digital videos in direct response to Orlando

2 points for a monetary donation benefiting families of victims/LGBTQ community in FL

2 points for donation of goods or services (e.g. free travel for families of victims etc.)



TOP 25 COMPANIES

TOP 25

Logo.

- | | | | | | | | | | |
|-----|---|-----|--|-----|--|-----|--|-----|--|
| 1. |  | 2. |  | 3. |  | 4. |  | 5. |  |
| 6. | 
Unilever | 7. | 
TARGET | 8. |  | 9. |  | 10. |  |
| 11. |  PEPSICO | 11. |  at&t | 11. |  | 14. |  | 14. |  |
| 16. |  PNC | 16. |  Bank of America. | 18. |  | 18. | 
E&J Gallo Winery | 20. |  American Airlines |
| 20. |  | 22. |  COMCAST | 23. |  | 23. |  | 25. |  |



01.

Hilton

A leader in LGBTQ travel, Hilton returns to our list for its continued support of the LGBTQ community. Hilton not only creates original travel-related content for an LGBTQ audience, but also prominently features LGBTQ people in its advertisements and actively advocates for LGBTQ equality.

The Hilton website “Stay Hilton, Go Out” offers vacation packages and travel tips designed for LGBTQ travelers. Hilton has also expanded its video series “What I Pack” and “Bed Time Stories,” both of which feature interviews with LGBTQ celebrities.

Hilton is also an advocate for LGBTQ equality. When the company’s Stop Clicking Around campaign – which includes images of LGBTQ couples and families – was criticized by conservative groups like The American Family Association, Hilton affirmed its support for the LGBTQ community and refused to alter the advertisements.

Hilton has shown further solidarity with the LGBTQ community by opposing anti-LGBTQ legislation including North Carolina’s HB2 and Georgia’s HB757 – both of which restrict LGBTQ rights. Hilton also joined the Business Coalition for the Equality Act which would guarantee protections for LGBTQ people in areas including employment, access to public spaces, housing and education.

For their unwavering support of the LGBTQ community, Hilton is #1 on our list.

INCLUSIVE ADVERTISING <ul style="list-style-type: none"> LGBTQ Media Print (9) Mainstream TV (1) 	DIGITAL VIDEO + SOCIAL MEDIA <ul style="list-style-type: none"> Digital Video (10) Social Posts (19) 	SUPPORTIVE POLICY <ul style="list-style-type: none"> Georgia HB757 Mississippi HB1523 North Carolina HB2 Federal Equality Act 	SPOKESPERSONS + C-SUITE <ul style="list-style-type: none"> LGBTQ Spokespersons: Aaron Hicklin 	DONATIONS + SPONSORSHIPS <ul style="list-style-type: none"> 20 Events 	WEBSITE ENGAGEMENT <ul style="list-style-type: none"> Inclusive Policy Stated LGBTQ Microsite 	ORLANDO SUPPORT <ul style="list-style-type: none"> Donations: <ul style="list-style-type: none"> \$120K and home goods
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EVENT SPONSORSHIP

DIGITAL VIDEO

INCLUSIVE ADVERTISING

02.



A repeat on our list, brewery giant Anheuser Busch has a history of creating LGBTQ inclusive advertising. This year the company released the “Bud Light Party” campaign. Starring Amy Schumer and Seth Rogen, the ads celebrate the achievements of the LGBTQ community and call attention to the challenges we still face in the march towards full equality, using the tumultuous 2016 election as a vehicle.

The “Wedding Party,” for example, celebrates the one year anniversary of Marriage Equality. A mainstream television ad, it follows Schumer and Rogen at an LGBTQ wedding where they toast the happy couple and explain LGBTQ weddings are no different from any other wedding. A second television ad, “Labels,” demonstrates support for the trans and gender non-conforming communities as Schumer and Rogen passionately explain theirs is a party for everyone, regardless of gender identity. They triumphantly declare: “beer should have labels, not people!”


Beyond advertising, Anheuser has sponsored more than 40 Pride events across the country - making it one of the largest event sponsors on our list for the second year in a row.

For recognizing milestone achievements but also spotlighting new and ongoing challenges, Anheuser-Busch is #2 on our list of Trailblazing companies.

 INCLUSIVE ADVERTISING

 DIGITAL VIDEO + SOCIAL MEDIA

 SUPPORTIVE POLICY

 SPOKESPERSONS + C-SUITE

 DONATIONS + SPONSORSHIPS

 WEBSITE ENGAGEMENT

 ORLANDO SUPPORT

- LGBTQ Media Print (4)
- Mainstream Billboard (1)
- Mainstream TV (2)

- Digital Video (1)
- Social Posts (11)

- 42 Events
- 1 Organization

- Inclusive Policy Stated

INCLUSIVE ADVERTISING

MAKE YOUR HOLIDAY SHOPPING EFFORTLESS.

LGBTQ EXECUTIVE

SOCIAL POST

LGBTQ SPOKESPERSON

EVENT SPONSORSHIP

03.

A mainstay in LGBTQ travel, Marriott works to make its hotels inclusive and welcoming spaces for the LGBTQ community. The company not only offers tailored services for LGBTQ travelers but also works to expand the LGBTQ community through partnerships with non-profit organizations and through public support of pro-LGBTQ legislation. This year, they have been particularly active in championing trans and gender-non conforming rights. As part of the “Love Travels” campaign, Marriott invited people around the world to contribute to a crowd-sourced art installation dedicated to the trans and gender-nonconforming communities. The company made a donation to LGBTQ focused non-profit Casa Ruby for each submission it received. Marriott also tapped LGBTQ spokespeople to increase awareness of the project including Jazz Jennings, Miles Jai, Laverne Cox and Ross Matthews. Marriott has also been vocal in conversations around legislation that impacts the LGBTQ community. This year, CEO Arne Sorenson spoke out against HB2 in North Carolina, which removed protections for LGBTQ individuals in the state. Sorenson was quoted in various media outlets and denounced the bill on CNBC stating “...we are dedicated to ensuring every guest and all of our associates are valued, welcomed and protected from discrimination whenever they enter our doors... they deserve equal respect and safeguards from discrimination.” For bringing the LGBTQ community together and fighting laws that threaten it, Marriott is #3 on our list.

<div> <div>INCLUSIVE ADVERTISING</div> </div> <ul style="list-style-type: none"> LGBTQ Media Print (4) 	<div> <div>DIGITAL VIDEO + SOCIAL MEDIA</div> </div> <ul style="list-style-type: none"> Social Posts (15) 	<div> <div>SUPPORTIVE POLICY</div> </div> <ul style="list-style-type: none"> Georgia HB757 North Carolina HB2 Federal Equality Act 	<div> <div>SPOKESPERSONS + C-SUITE</div> </div> <ul style="list-style-type: none"> LGBTQ Spokespersons: Laverne Cox, Ross Matthews, Miles Jai, and Jazz Jennings C-Suite Executive: Brian King 	<div> <div>DONATIONS + SPONSORSHIPS</div> </div> <ul style="list-style-type: none"> 29 Events 3 Organizations 	<div> <div>WEBSITE ENGAGEMENT</div> </div> <ul style="list-style-type: none"> Inclusive Policy Stated LGBTQ Microsites (2) 	<div> <div>ORLANDO SUPPORT</div> </div> <ul style="list-style-type: none"> Social Posts (2) Donations: <ul style="list-style-type: none"> \$25K and matched employee donations up to \$25K
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INCLUSIVE ADVERTISING

SOCIAL POST

DIGITAL VIDEO

LGBTQ EXECUTIVE

04.

Google

YouTube

ANDROID

Google – and Google products – continue to play an important role in the march towards LGBTQ equality, helping people share their experiences and celebrate their identity.

The #prideforeveryone campaign for example employs new 360° video technology to bring Pride celebrations to those who cannot openly celebrate in their communities. Google consolidated footage from pride events around the world and created a website where people can watch the film – creating a virtual community and bringing Pride to those who do not have the freedom to celebrate openly.

Google also used videos from sub-brand YouTube to create the “ProudToBe” campaign - a collection of statements from LGBTQ people around the world about who they are and what they believe in. The video champions individuality and encourages others to do the same, charging: “When identity is questioned, answer with pride.”

Similarly, the digital video “Alex’s Theme” showcases YouTube Music and the way music can help people embrace what makes them unique. The ad follows a gender-fluid teen listening to Big Freedia (using Google’s product). As he listens, he transforms his outward appearance while seemingly growing more comfortable and confident in himself. For creating products that help people celebrate their individuality and connect with others, Google takes the #4 spot on our list.



INCLUSIVE
ADVERTISING

- Mainstream Digital (1)



DIGITAL VIDEO
+ SOCIAL MEDIA

- Digital Video (3)
- Social Posts (32)



SUPPORTIVE
POLICY

- Georgia HB757
- North Carolina HB2
- Federal Equality Act



SPOKESPERSONS
+ C-SUITE

- C-Suite Executive:
Arjan Dijk



DONATIONS
+ SPONSORSHIPS

- 7 Events
- 4 Organizations



WEBSITE
ENGAGEMENT

- Inclusive Policy Stated
- LGBTQ Microsite



ORLANDO
SUPPORT

- Social Posts (3)



05.



EVENT SPONSORSHIP

LGBTQ EXECUTIVE

INCLUSIVE ADVERTISING

by Vanessa R.

Apple is known as an innovative company. This year they have been on the cutting edge of both the tech world and regarding social justice issues. This can be seen through its LGBTQ-inclusive ads and the leadership profile of its openly gay CEO, Tim Cook.

The company released a mainstream TV ad in celebration of Mother's Day featuring a lesbian couple with their children along with many other user-submitted pictures of people with their mothers. Apple also featured openly gay actor Neil Patrick Harris in a campaign for the iPhone 6 where he is rehearsing for an acceptance speech and thanks his husband and children.

In addition, Apple has publicly opposed North Carolina's HB2 and Georgia's HB 757, each of which restrict the rights of the LGBTQ community, and was among the first major corporations to endorse the Federal Equality Act. Apple is also a sponsor the Human Rights Campaign and the National Gay & Lesbian Chamber of Commerce.

For celebrating LGBTQ moms and supporting the overall LGBTQ community, we welcome Apple at #5 on our list.

INCLUSIVE ADVERTISING

DIGITAL VIDEO + SOCIAL MEDIA

SUPPORTIVE POLICY

SPOKESPERSONS + C-SUITE

DONATIONS + SPONSORSHIPS

WEBSITE ENGAGEMENT

ORLANDO SUPPORT

- LGBTQ Media Print (1)
- Mainstream TV (2)

- Georgia HB757
- North Carolina HB2
- Federal Equality Act

- LGBTQ Spokesperson: Neil Patrick Harris
- C-Suite Executive: Tim Cook

- 4 Events
- 2 Organizations

- Inclusive Policy Stated



LGBTQ SPOKESPERSON



DIGITAL VIDEO



Ben & Jerry's
June 26 · 🌐

SOCIAL POST

Break out the ice cream cake! Today marks one year since a tremendous win for love, freedom and equality. How will you celebrate?



7 Ways to Support LGBT Rights on the First Anniversary of Marriage Equality

Last year, love won when the Supreme Court declared marriage equality the law of the land. Let's celebrate this momentous occasion by recommitting ourselves to...



INCLUSIVE ADVERTISING

06.



Unilever, maker of a range of consumer goods from food and beverages to personal care products, is a leader in seamlessly integrating LGBTQ visibility into its marketing. As a parent company, Unilever incorporates LGBTQ-friendly policies while its sub-brands execute individual marketing campaigns.

For example, Dove produced a series of digital videos for its #MyBeautyMySay campaign, which feature openly lesbian and gender non-conforming model Rain Dove discussing beauty on her terms. In the video, she recounts her experiences as a novice in the modeling industry and her journey into redefining what it means to be a pretty girl. Additionally, a mainstream TV commercial entitled "Find Your Magic" walks the viewer through different vignettes of young men expressing their individuality, including a scene featuring Ball culture.

Many Unilever brands have a strong voice on social media, especially Ben & Jerry's, who posted over a dozen messages of support to the LGBTQ community. Additionally, they donated 10% of sales from their Orlando locations in response to the Orlando shooting.

At the corporate level, Unilever and its CEO have been outspoken in their opposition to Georgia's HB 757, which restricts LGBTQ rights, and have shown their support for the Federal Equality Act.

For their continued advocacy for the LGBTQ community, Unilever is #6 on our list.



INCLUSIVE ADVERTISING

- Mainstream TV (1)



DIGITAL VIDEO + SOCIAL MEDIA

- Digital Video (2)
- Social Posts (18)



SUPPORTIVE POLICY

- Georgia HB757
- Federal Equality Act



SPOKESPERSONS + C-SUITE

- LGBTQ Spokesperson: Rain Dove



DONATIONS + SPONSORSHIPS

- 2 Events



WEBSITE ENGAGEMENT

- Inclusive Policy Stated
- LGBTQ Microsite



ORLANDO SUPPORT

- Social Posts (2)
- Donation:
 - 10% of sales from Orlando Ben & Jerry's locations



LGBTQ SPOKESPERSON

#takepride

LGBTQ MICROSITE

INCLUSIVE ADVERTISING

EVENT SPONSORSHIP



07.

Target, a brand known for its endless array of products, continues to enhance its long-held reputation as an LGBTQ-friendly brand with its community outreach. In honor of June Pride, under the #TakePride hashtag, the company created a unique microsite featuring colorful apparel and other items for supporters to purchase. Target also released a digital video featuring the popular, telegenic gay couple, the Beekman Boys, educating consumers about their history, their community-based philosophy toward fresh food advocacy, and their products, including 48 new items exclusively found in Target stores. Perhaps most important about Target's incorporation of The Beekman Boys is that it enabled consumers to have opportunities to show support for the LGBTQ community in a new way--by exercising their purchasing power. Target also sponsors the Human Rights Campaign, the National Gay & Lesbian Chamber of Commerce, and the Gay Lesbian Straight Education Network. The retailer also sponsored numerous Pride events along with AIDS Walk NYC. Target regularly promotes their message of inclusivity both within their organization and in regards to their customers, and donated \$250,000 to the OneOrlando Fund in honor of those impacted by the tragedy. For all of their efforts, we are happy to welcome Target at #7 on our list.



INCLUSIVE ADVERTISING

- LGBTQ Media Print (2)



DIGITAL VIDEO + SOCIAL MEDIA

- Digital Video (1)
- Social Posts (2)



SUPPORTIVE POLICY

- Federal Equality Act



SPOKESPERSONS + C-SUITE

- LGBTQ Spokespersons:
Josh Kilmer-Purcell and
Brent Ridge of Beekman
1802



DONATIONS + SPONSORSHIPS

- 6 Events
- 3 Organizations



WEBSITE ENGAGEMENT

- Inclusive Policy Stated
- LGBTQ Microsite



ORLANDO SUPPORT

- Social Post (1)
- Donation:
• \$250K

LGBTQ SPOKESPERSON



**American Express**
@AmericanExpress

Follow

We're thrilled to kick off our national LGBTQ PRIDE Campaign to #ExpressLove
amex.co/28MgWbl

SOCIAL POST



Member Since 1996
Married Since 2015

INCLUSIVE ADVERTISING

08.



American Express is a leader in the financial services industry as well as a champion for the LGBTQ community. This year, American Express produced two LGBTQ advertisements for mainstream media. Each ad featured an image of an opened wallet displaying a picture of a same-sex couple along with an American Express card peeking out. Below the image, the ads simply state when the cardholder became an American Express member along with “Married since 2015” in honor of the anniversary of the legalization of same-sex marriages. In addition to advertising, their annual #ExpressLove campaign celebrates LGBTQ card members, merchants, employees, and local communities and encourages everybody to share how they “Express Love.” Online, the campaign featured partners Doug Quint and Bryan Petroff of Big Gay Ice Cream telling their story. The campaign also included events in cities across the country including San Diego, Provincetown, and Austin just to name a few.

For taking charge as a friend to the LGBTQ community, American Express is #8 on our list.

 INCLUSIVE ADVERTISING <ul style="list-style-type: none">• Mainstream Print (2)	 DIGITAL VIDEO + SOCIAL MEDIA <ul style="list-style-type: none">• Social Posts (16)	 SUPPORTIVE POLICY <ul style="list-style-type: none">• North Carolina HB2• Federal Equality Act	 SPOKESPERSONS + C-SUITE <ul style="list-style-type: none">• LGBTQ Spokespersons: Doug Quint and Brian Petroff of Big Gay Ice Cream	 DONATIONS + SPONSORSHIPS <ul style="list-style-type: none">• 1 Organization	 WEBSITE ENGAGEMENT <ul style="list-style-type: none">• Inclusive Policy Stated	 ORLANDO SUPPORT
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09.

Macy's returns to our list for its continued support of the LGBTQ community. The company prominently features LGBTQ people in advertisements and as spokespeople at their events nationwide. During Pride month and in honor of the one year anniversary of Marriage Equality, the company unveiled a series of ads that featured LGBTQ couples with messages like "Wedding Season + Pride Month = <3". They have also spotlighted LGBTQ individuals at many of their events. Macy's invited Todrick Hall to headline their first ever Summer Vibes concert – a digital music festival streamed on YouTube. Macy's also tapped Ross Matthews to host the "confetti carpet" at their annual Thanksgiving Day parade. Macy's has also shown support for the LGBTQ community in the wake of the Orlando Pulse nightclub shooting. The company shared messages of solidarity in both print advertisements and on social media. Employees also created a digital video in which they encourage the people of Orlando to #KeepDancing. For increasing LGBTQ visibility in the media and showing support in times of tragedy, Macy's is #9 on our list.

 INCLUSIVE ADVERTISING <ul style="list-style-type: none"> LGBTQ Media Print (2) 	 DIGITAL VIDEO + SOCIAL MEDIA <ul style="list-style-type: none"> Social Posts (9) 	 SUPPORTIVE POLICY	 SPOKESPERSONS + C-SUITE <ul style="list-style-type: none"> LGBTQ Spokespersons: Ross Matthews, Todrick Hall 	 DONATIONS + SPONSORSHIPS <ul style="list-style-type: none"> 15 Events 2 Organizations 	 WEBSITE ENGAGEMENT <ul style="list-style-type: none"> Inclusive Policy Stated LGBTQ Microsite 	 ORLANDO SUPPORT <ul style="list-style-type: none"> Social Posts (2) Digital Video (1)
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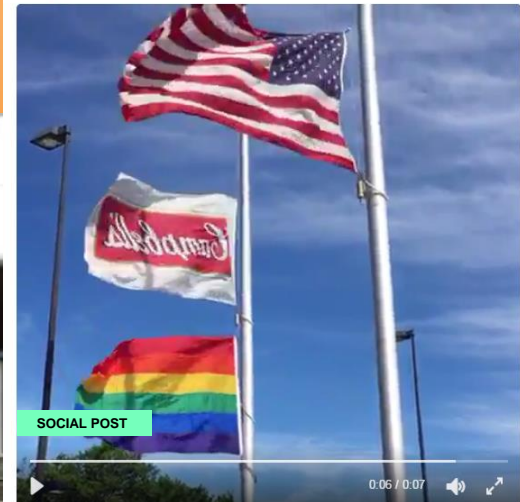
Campbell Soup Co   @CampbellSoupCo 

Employees celebrating #NYCPride
#ForAllFamilies



Campbell Soup Co  @CampbellSoupCo 

Today is the last day of #pridemonth, but for us the pride in our #diversity is every day.
bit.ly/293SKLZ










10.






Campbell has stood out this year when it comes to incorporating LGBTQ families throughout its marketing palette. Their "Real Real Life" campaign depicted actual families using their products, and during the height of the recent Stars Wars excitement the company released a mainstream TV ad for Campbell's Soup featuring two fathers and their son to promote the new movie-themed packaging. The company also released new rainbow Goldfish packaging in honor of June Pride which accompanied the hashtag #ForAllFamilies. This packaging included Goldfish crackers of different colors arranged into a rainbow. Campbell has been articulate in its opposition North Carolina's HB2, which would restrict LGBTQ rights, including official statements from the company's CEO. The company also sponsored several events during Pride season through its Goldfish and V8 brands, and numerous tweets throughout June showcased LGBTQ Campbell employees as well as employees representing the company at NYC Pride. For celebrating all families, we are happy to have Campbell at #10 on our list.

 <p>INCLUSIVE ADVERTISING</p> <ul style="list-style-type: none"> • Mainstream Packaging (1) • Mainstream TV (1) 	 <p>DIGITAL VIDEO + SOCIAL MEDIA</p> <ul style="list-style-type: none"> • Social Posts (9) 	 <p>SUPPORTIVE POLICY</p> <ul style="list-style-type: none"> • North Carolina HB2 	 <p>SPOKESPERSONS + C-SUITE</p>	 <p>DONATIONS + SPONSORSHIPS</p> <ul style="list-style-type: none"> • 5 Events 	 <p>WEBSITE ENGAGEMENT</p> <ul style="list-style-type: none"> • Inclusive Policy Stated 	 <p>ORLANDO SUPPORT</p>
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THERE'S NOTHING
BOLDER
THAN BEING YOURSELF



INCLUSIVE ADVERTISING



LGBTQ SPOKESPERSON

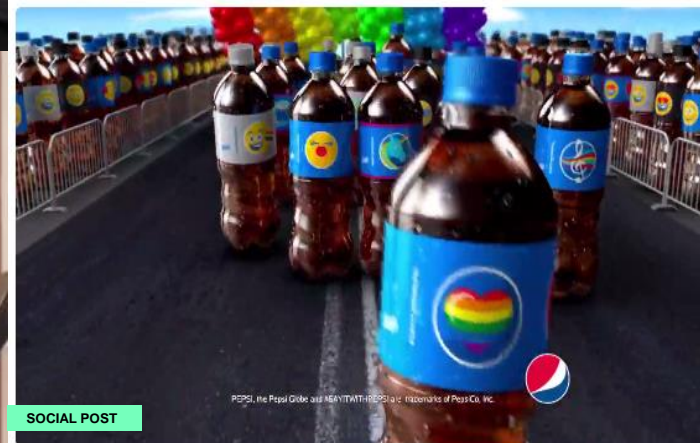


LGBTQ SPOKESPERSON



Follow

Say it loud! Say it proud! #SayItWithPepsi
#HappyPride 🌈



SOCIAL POST

11.



New to our list, advertisements for Pepsi and PepsiCo sub-brands celebrate the accomplishments and diversity of the LGBTQ community. This year, Pepsi featured several LGBTQ spokespeople and their achievements in its advertisements. A mainstream television advertisement for Gatorade pays tribute to openly lesbian professional soccer player Abby Wambach as she prepares to retire. The ad celebrates Abby's legacy as well as her desire to see the next generation surpass her accomplishments. Pepsi also featured openly gay African American actor Jussie Smollett in a series of television ads. Acting as his Empire character— a gay R&B musician whose sexuality creates conflict between him and his father – Smollett performs in a New York subway car and inspires the other commuters. Sub-brand Doritos also celebrated the LGBTQ community with a limited edition Rainbow Doritos product. The company donated proceeds to the It Gets Better Project, and circulated the hashtag #BoldandBetter. PepsiCo's corporate leadership has also voiced opposition to anti-LGBTQ legislation: PepsiCo was quick to oppose HB2 in North Carolina and to call for the repeal of HB1523 in Mississippi. For spotlighting the LGBTQ community and fighting against injustices, Pepsi is tied at number #11 on our list.

 **INCLUSIVE ADVERTISING**

- Mainstream Packaging (1)

 **DIGITAL VIDEO + SOCIAL MEDIA**


- Social Posts (5)

 **SUPPORTIVE POLICY**

- Mississippi HB1523
- Federal Equality Act

 **SPOKESPERSONS + C-SUITE**

- LGBTQ Spokespersons:
Jussie Smollett
Amy Wambach

 **DONATIONS + SPONSORSHIPS**

- 18 Events
- 2 Organizations

 **WEBSITE ENGAGEMENT**

- Inclusive Policy Stated

 **ORLANDO SUPPORT**



Rick Wilson
Director - Diversity & Inclusion



LGBTQ MICROSITE



AT&T
@ATT

Follow

#ATTLiveProud encourages you to be true to yourself. Submit your image for a chance to win: soc.att.com/28P2gla



SOCIAL POST



EVENT SPONSORSHIP

11.



at&t

Focused on creating a safe haven for employees, AT&T continues to be a leader among telecommunications companies in its LGBTQ outreach. During Pride month, the company released a digital video featuring their Director of Diversity & Inclusion on ways that AT&T has established itself as a leader for LGBTQ inclusion. For example, they were one of the first corporations in America to adopt a policy that prohibited discrimination against employees for their sexual orientation, and this policy has since been updated to include things like gender identity and gender expression. One of the other digital videos AT&T released featured an employee discussing LEAGUE, the first LGBTQ employee resource group in corporate America. The video explains the types of outreach the group does, such as hosting educational events including job fairs and a life skills workshop for LGBTQ youth.

Beyond internal initiatives, AT&T also demonstrates support for the LGBTQ community as a whole. Throughout the year, the company sponsored 18 LGBTQ events along with three LGBTQ nonprofit organizations. AT&T also made a corporate gift of \$25,000 to the families of victims and survivors of the Orlando shooting and has been vocal on social media about the tragedy.

For connecting people in more ways than one, AT&T is tied for the #11 spot on our list.



**INCLUSIVE
ADVERTISING**



**DIGITAL VIDEO
+ SOCIAL MEDIA**

- Digital Video (3)
- Social Posts (4)



**SUPPORTIVE
POLICY**

- Georgia HB757



**SPOKESPERSONS
+ C-SUITE**



**DONATIONS
+ SPONSORSHIPS**

- 18 Events
- 3 Organizations



**WEBSITE
ENGAGEMENT**

- Inclusive Policy Stated
- LGBTQ Microsite



**ORLANDO
SUPPORT**

- Social Posts (2)
- Donation:
 - \$25K

EVENT SPONSORSHIP



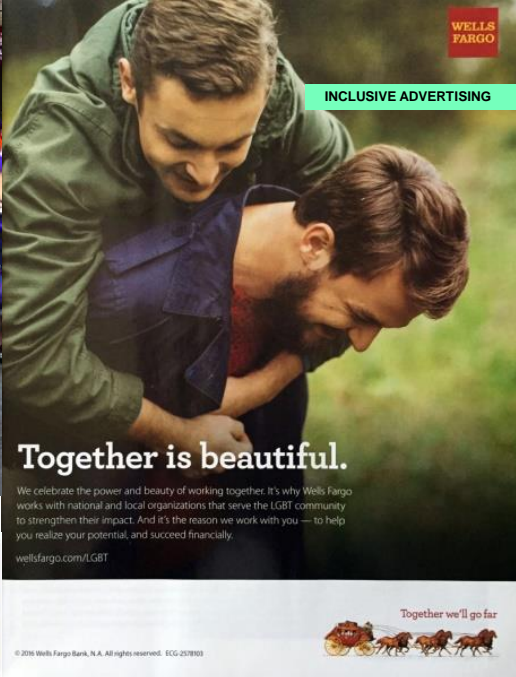
LGBTQ MICROSITE



11.

WELLS FARGO

INCLUSIVE ADVERTISING



Wells Fargo

June 29 ·

We celebrate the power and beauty of working together. It's why we support organizations that serve the LGBTQ community to strengthen their impact. Learn more <http://spr.ly/6181Bt5WVF> #TogetherIsBeautiful.



SOCIAL POST

In 2015 Wells Fargo made history as the first American bank to feature an LGBTQ couple in a mainstream television commercial. This year, they continue to stand out for their efforts to connect the LGBTQ community with important resources beyond the financial planning services they offer. Recognizing the specific struggles LGBTQ youth face, Wells Fargo also partnered with GLSEN to combat anti-LGBTQ bias in schools. Together, they distributed “safe space” kits to teachers and students across the country, as well as 5,000 copies of GLSEN’s “Ready, Set, Respect!” – a collection of lesson plans for educators that address bullying and prejudice. Wells Fargo’s “I’m safe being me” ads showcase these resources and encourage young people to seek support if they need it. Wells Fargo has also made it easy for consumers to show their Pride and celebrate the achievements of the LGBTQ community by releasing several new credit card designs that feature iconic LGBTQ images. For combating prejudice and helping people show their pride, Wells Fargo is tied for the #11 spot on our list.

INCLUSIVE ADVERTISING

- LGBTQ Media Print (4)

DIGITAL VIDEO + SOCIAL MEDIA

- Social Posts (13)

SUPPORTIVE POLICY

- Georgia HB757
- North Carolina HB2

SPOKESPERSONS + C-SUITE

DONATIONS + SPONSORSHIPS

- 44 Events
- 8 Organizations

WEBSITE ENGAGEMENT

- Inclusive Policy Stated
- LGBTQ Microsite

ORLANDO SUPPORT

- Social Posts (3)
- Donation:
 - \$300K



14.

Nike, a global leader in athletic apparel and cultural taste-maker, has distinguished itself again this year with its inclusive advertising. Proving itself to be a brand for all athletes, Nike not only stirred buzz but also broke ground when it featured Chris Mosier, the first transgender athlete on a U.S. National Team, in a mainstream TV ad. After introducing Chris as the first transgender athlete to make the men's national team, the video's narrator poses a series of questions to Chris about his training, success in the sport, and willingness to drive himself despite potential challenges. The ad's power is both in its deft ability to educate audiences on Chris' training journey while simultaneously offering viewers a chance to make a personal connection with Chris. All the while, of course, promoting the message of unlimited courage and dedication to achieving your goals. Chris has since become an official spokesperson for the brand.

Beyond advertising, Nike also serves as a public advocate. The brand has been outspoken in its opposition to the restrictive HB2 in North Carolina, and has expressed support for the Federal Equality Act. The company also serves as a sponsor of the Human Rights Campaign as well as numerous Pride events across the country. For their willingness to take a stand and break barriers, Nike is tied at #14 on our list.

INCLUSIVE ADVERTISING <ul style="list-style-type: none"> • Mainstream TV (1) 	DIGITAL VIDEO + SOCIAL MEDIA	SUPPORTIVE POLICY <ul style="list-style-type: none"> • North Carolina HB2 • Federal Equality Act 	SPOKESPERSONS + C-SUITE <ul style="list-style-type: none"> • LGBTQ Spokesperson: <i>Chris Mosier</i> 	DONATIONS + SPONSORSHIPS <ul style="list-style-type: none"> • 3 Events • 1 Organization 	WEBSITE ENGAGEMENT <ul style="list-style-type: none"> • Inclusive Policy Stated • LGBTQ Microsite 	ORLANDO SUPPORT
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PROUD TO BE PART OF EVERY JOURNEY.
Nissan proudly sponsors the 2016 Gay Softball World Series.

INCLUSIVE ADVERTISING

Nissan
@NissanUSA

We're proud to join [#NashvillePride](#) to celebrate diversity & inclusion in our hometown. Let's move forward together!

INCLUSIVE ADVERTISING

SOCIAL POST

EVENT SPONSORSHIP

14.



New to this year's list, Nissan North America has stepped up prominently when it comes to LGBTQ outreach, connection, and support of the community.

As a sponsor of the 2016 Gay Softball World Series in Austin, Texas, Nissan proudly proclaimed in a print ad for all to "Come Out and Play" in their first-ever LGBTQ ad campaign. In another print ad, Nissan declared how they are proud to be part of "every journey" using a rainbow of scenic imagery to convey it's pride in embracing the LGBTQ community. In addition to the Gay Softball World Series, Nissan also sponsored 11 other LGBTQ events across the U.S.

Beyond LGBTQ-focused media, Nissan has also taken their message mainstream. In a TV ad for the Infiniti Legacy, the company powerfully invokes the coming out experience through a commercial featuring a father and son, continuing to push forward this narrative into the public discourse.

For "Driving Pride" and making strides in reaching out to the LGBTQ community, Nissan is tied at #14.

INCLUSIVE ADVERTISING

- LGBTQ Media Print (2)
- Mainstream TV (1)

DIGITAL VIDEO + SOCIAL MEDIA

- Social Posts (1)

SUPPORTIVE POLICY

- Mississippi HB1523

SPOKESPERSONS + C-SUITE

DONATIONS + SPONSORSHIPS

- 12 Events

WEBSITE ENGAGEMENT

- Inclusive Policy Stated

ORLANDO SUPPORT



PNC
April 1 · 🌐

SOCIAL POST

National LGBT Bar Association has recognized PNC Legal for supporting equality and inclusion within the company and beyond. Learn more about PNC's commitment to Diversity and Inclusion: <http://pnc.co/1Uyd1yO>

Know

you're ready for this chapter and the next.

At PNC Bank, we understand everyone's financial goals are unique. Whether you're focusing on today or planning for the years to come, we're dedicated to the insight you need to achieve.

INCLUSIVE ADVERTISING

Visit pnc.com

BEST Financial Institution

PNC BANK

PNC Bank @PNCBank

SOCIAL POST

PNC is proud to celebrate #LGBTPrideMonth. Learn about our commitment to diversity: pnc.co/22K6lcZ







16. PNC

PNC Financial is actively addressing and engaging LGBTQ consumers through its advertising and community outreach. The company created a print ad campaign in LGBTQ media that featured a diverse group of same-sex couples. Each ad included a powerful message, such as "Know you're prepared for what's ahead," and expressed understanding that financial goals are as unique as the people who have them.

On a legislative front, PNC's CEO, William S. Demchak, was one of many who signed a letter put together by the HRC urging legislators in North Carolina to repeal the discriminatory HB2. In addition, the company has spoken out against Georgia's HB757, which also restricts the rights of the LGBTQ community.

On social media, they have highlighted their commitment to diversity, not only in the workplace, but in their customer base and the general community as well. PNC is also a sponsor of the National Gay & Lesbian Chamber of Commerce and 17 pride events around the country.

For supporting their LGBTQ employees and customers, PNC Financial is tied at #16 on our list.

 INCLUSIVE ADVERTISING <ul style="list-style-type: none"> LGBTQ Media Print (3) 	 DIGITAL VIDEO + SOCIAL MEDIA <ul style="list-style-type: none"> Social Posts (3) 	 SUPPORTIVE POLICY <ul style="list-style-type: none"> Georgia HB757 North Carolina HB2 	 SPOKESPERSONS + C-SUITE	 DONATIONS + SPONSORSHIPS <ul style="list-style-type: none"> 17 Events 1 Organization 	 WEBSITE ENGAGEMENT <ul style="list-style-type: none"> Inclusive Policy Stated LGBTQ Microsite 	 ORLANDO SUPPORT
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Bank of America updated their cover photo.
June 17 · 🌐

SOCIAL POST

We're committed to diversity and inclusion for all and we're proud to celebrate the amazing LGBTQ community.



Bank of America News
@BofA_News

SOCIAL POST

We are joining @HRC, @EqualityNC and more than 80 other companies calling for the repeal of #HB2.

Show your support™

Start a conversation whenever you open your wallet.



LGBTQ MICROSITE

16.

Bank of America



Making their return to our list, Bank of America continues to elevate its relationship with the LGBTQ community through multiple avenues. For one, the bank is active in advocating inclusive public policies. Bank of America and its CEO have been especially outspoken in opposition to North Carolina's HB2 (which removed protections for LGBTQ individuals in the state), announcing their disapproval of discrimination at a shareholder meeting this past Spring. The bank is based in North Carolina, so this issue is one that touches it close to home. Bank of America has also given support for the Federal Equality Act, as well as the Human Rights Campaign, The Trevor Project, and the National Gay & Lesbian Chamber of Commerce. Bank of America is also a major advocate for Pride activities. The hashtag #BofAPride is used to express their support for the LGBTQ community as well as enable employees to express their own personal pride. And this year, Bank of America sponsored 17 Pride events across the U.S. Additionally, the bank also showed its support for the LGBTQ community after the Orlando tragedy in June by donating \$300,000 to support the victims, families and survivors. For their continued support of the LGBTQ community, Bank of America is tied for #16 on our list.



INCLUSIVE
ADVERTISING



DIGITAL VIDEO
+ SOCIAL MEDIA

- Social Posts (16)



SUPPORTIVE
POLICY

- North Carolina HB2
- Federal Equality Act



SPOKESPERSONS
+ C-SUITE

- C-Suite Executive:
Gerry Stone



DONATIONS
+ SPONSORSHIPS

- 17 Events
- 3 Organizations



WEBSITE
ENGAGEMENT

- Inclusive Policy Stated
- LGBTQ Microsite



ORLANDO
SUPPORT

- Social Posts (2)
- Profile Picture Change
- Donation:
• \$300K

LOVE COMES IN
MANY FLAVORS.



INCLUSIVE ADVERTISING



Smirnoff US
@SmirnoffUS

SOCIAL POST

Follow

It's never been more important to show [#LoveConquersHate](#). Give the grooms some love [@EDC_LasVegas](#) this Saturday.



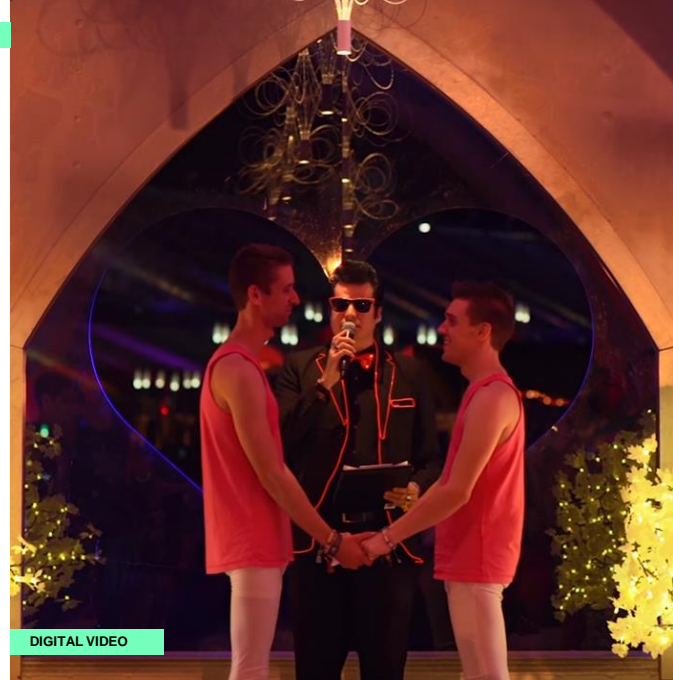
SOCIAL POST



Smirnoff US
@SmirnoffUS

Follow

We celebrated the first anniversary of [#MarriageEquality @EDC_LasVegas](#). Feel the love! [#LoveWins](#) [#Pride2016](#)



DIGITAL VIDEO

18.

DIAGEO



Diageo North America, parent to over 30 well-known alcoholic beverages such as Smirnoff, Captain Morgan, and Guinness, continues to engage the LGBTQ community through tailored advertising and numerous event sponsorships. Through its vodka brand Smirnoff, the company created a LGBTQ-tailored print ad proclaiming "Love Comes in Many Flavors" above an image that shows the variety of vodka flavors they offer arranged into a rainbow. Also through Smirnoff, Diageo created a digital video in celebration of the one year anniversary of the legalization of same-sex marriage and Pride month, featuring the wedding ceremony of Chris and Skye. The video recognized the historic legislation as well documented new memories as it recounted Chris and Skye's experience leading up to their own wedding (complete with Elvis impersonator).

Beyond creating content, Diageo sponsored 23 LGBTQ events, including several Pride events as well as the GLAAD Media Awards, and four LGBTQ nonprofit organizations. Many of their brands are supportive of the LGBTQ community on social media. Additionally, they have been outspoken and supportive of the victims of the Orlando tragedy.

For their continued support of LGBTQ love and marriage, Diageo is tied for the #18 spot on our list.



INCLUSIVE
ADVERTISING

- LGBTQ Media Print (2)



DIGITAL VIDEO
+ SOCIAL MEDIA

- Digital Video (1)
- Social Posts (6)



SUPPORTIVE
POLICY

- Federal Equality Act



SPOKESPERSONS
+ C-SUITE



DONATIONS
+ SPONSORSHIPS

- 23 Events
- 4 Organizations



WEBSITE
ENGAGEMENT

- Inclusive Policy Stated



ORLANDO
SUPPORT

- Social Post (1)



EVENT SPONSORSHIP



For over 25 years we've believed
#LovelsLove 🌈 Cheers to PRIDE month!



SOCIAL POST



SOCIAL POST

.@GalloCareers is leading the way in #LGBT equality with a perfect score on @HRC's #CEI2016 hrc.org/cei



Follow

One year ago today, love won! Cheers to everyone's equally ever after. #lovewins bit.ly/2902Rqi



SOCIAL POST

18.



E&J Gallo Winery, particularly its brand Barefoot Wine, continues to connect with the LGBTQ community in 2016. This year the company sponsored nearly 40 Pride events from New York to LA and many cities in between. The popular winery also donated \$50,000 to the OneOrlando Fund to support the families and individuals harmed in the Orlando shooting. The company is active on social media in support of LGBTQ values and events, particularly during Pride month in June when they celebrated the anniversary of same sex marriages becoming legal nationwide.


Cheers to E&J Gallo for coming in tied at #18 on our list.

 INCLUSIVE ADVERTISING

 DIGITAL VIDEO + SOCIAL MEDIA

- Digital Video (4)
- Social Posts (6)

 SUPPORTIVE POLICY

 SPOKESPERSONS + C-SUITE

 DONATIONS + SPONSORSHIPS

- 39 Events

 WEBSITE ENGAGEMENT

- Inclusive Policy Stated

 ORLANDO SUPPORT

- Donation: \$50K



Like Page

June 3 · 🌐

Revving up and wishing you a happy Pride weekend!



SOCIAL POST



EVENT SPONSORSHIP



20. American Airlines

American Airlines, one of the largest airlines in the world, is the only airline to have scored 100% on the HRC's Corporate Equality Index every year since it began in 2002. This year in particular, the brand has demonstrated their support of the LGBTQ community in many ways, including publically opposing North Carolina's HB2, which restricts LGBTQ rights, and the joining the HRC's Business Coalition in support of the Federal Equality Act. In a digital video, employees ranging from flight attendants to pilots to members of their corporate teams are shown dancing in celebration of Pride month, demonstrating the inclusive atmosphere that the company has built for its customers as well as its employees. American Airlines also supports numerous LGBTQ events and organizations, and is very vocal about their support of the LGBTQ community on social media. In addition to responding to the Orlando tragedy online, American Airlines also provided free flights to families affected. For flying above the rest, American Airlines is tied for the #20 spot on our list.



**INCLUSIVE
ADVERTISING**



**DIGITAL VIDEO
+ SOCIAL MEDIA**

- Digital Video (1)
- Social Posts (15)



**SUPPORTIVE
POLICY**

- North Carolina HB2
- Federal Equality Act



**SPOKESPERSONS
+ C-SUITE**



**DONATIONS
+ SPONSORSHIPS**

- 2 Events
- 3 Organizations



**WEBSITE
ENGAGEMENT**

- Inclusive Policy Stated
- LGBTQ Microsite



**ORLANDO
SUPPORT**

- Social Posts (4)
- Donation:
*Free flights to families
affected by tragedy*

Hallmark Cards
@Hallmark

Follow

Today we celebrate and remember that one year ago today SCOTUS ruled [#loveislove](#) 🌈.

SOCIAL POST

LGBTQ MICROSITE

OUT AND PROUD.

Proudly introducing cards for our LGBTQIA family.

DIGITAL VIDEO

Hallmark
February 12 · 🌐

SOCIAL POST

When you want to get the kiss, [#CareEnough](#) to send the very best this Valentine's Day. There's still time to find the perfect card.

20.



Hallmark, the largest manufacturer of greeting cards in the United States, is a proud sponsor of the National Gay & Lesbian Chamber of Commerce.


Hallmark also has a strong online presence with regard to support of the LGBTQ community. A page on their website is dedicated to easily finding LGBTQ cards for a variety of occasions including same-sex marriage, Valentine's Day, Father's Day and Mother's Day. Further, they featured a gay couple as part of their [#CareEnough](#) digital video campaign for Valentine's Day. In another video, Hallmark employees describe their dedication to serving the LGBTQ community with a focus on developing ideas for supplying relevant cards for their customers in San Francisco's Castro neighborhood, which is over 90% LGBTQ.

On social media, Hallmark was particularly vocal about celebrating the anniversary of the legalization of same-sex marriage as well as posting messages of love following the Orlando shooting.

For celebrating all occasions for all consumers, Hallmark comes in tied for #20.

INCLUSIVE ADVERTISING	DIGITAL VIDEO + SOCIAL MEDIA <ul style="list-style-type: none"> Digital Video (3) Social Posts (7) 	SUPPORTIVE POLICY	SPOKESPERSONS + C-SUITE	DONATIONS + SPONSORSHIPS <ul style="list-style-type: none"> 1 Organization 	WEBSITE ENGAGEMENT <ul style="list-style-type: none"> Inclusive Policy Stated LGBTQ Microsite 	ORLANDO SUPPORT <ul style="list-style-type: none"> Social Posts (3)
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COMCAST LAUNCHES THE LGBT COLLECTION IN CELEBRATION OF PRIDE MONTH

 Say "Pride"



LGBTQ MICROSITE



INCLUSIVE ADVERTISING

xfinity.com/lgbt



EVENT SPONSORSHIP

22. COMCAST

xfinity



Comcast, one of the largest broadcasting and cable television companies in the world, has a longstanding history of entertaining audiences of all backgrounds through their compelling content. They have distinguished themselves within the media entertainment industry by creating a print ad for LGBTQ media promoting their very popular LGBTQ cable programming, including an exclusive collection of films from Frameline, a media arts nonprofit who's mission is to change the world through the power of queer cinema. Set against rainbow-themed SMPTE test bars, the ad's text states how XFINITY is perfect for people with diverse taste. Comcast is also credited for its dedicated outreach to the LGBTQ community. This summer, the company released a digital video for June Pride inspiring its LGBTQ employees to express the importance of diversity, inclusion, and allies. Additionally, through NBC Universal and USA Networks, the company sponsors several nonprofit organizations such as USA Network PFLAG and NBC Universal National LGBTQ Task Force. The company also sponsored over 20 Pride events this past year along with the GLAAD Media Awards. Further, in response to the tragedy in Orlando, Comcast donated \$1 million to the OneOrlando Fund. For serving all audiences with its content and supporting the LGBTQ community, Comcast is #22 on our list.



INCLUSIVE ADVERTISING

- LGBTQ Media Print (1)



DIGITAL VIDEO + SOCIAL MEDIA

- Digital Video (1)
- Social Posts (1)



SUPPORTIVE POLICY



SPOKESPERSONS + C-SUITE



DONATIONS + SPONSORSHIPS

- 22 Events
- 4 Organizations



WEBSITE ENGAGEMENT

- Inclusive Policy Stated
- LGBTQ Microsite



ORLANDO SUPPORT

- Donation:
• \$1 million



23.

Intel's choice of spokesperson combined with its outspoken support of issues affecting the LGBTQ community make the company a standout. A leading technology company, Intel's processors can be found in many personal computers, giving the brand some serious name recognition. But, the company's choice to enlist openly gay actor Jim Parsons as a spokesperson takes it to another level considering Parsons' role on one of the biggest broadcast comedies in recent times. Intel has enthusiastically featured him in numerous digital videos, with Parsons taking to the sky with fellow skydivers, participating in car-ride sing-alongs, and helping recover a forgotten laptop—all the while espousing the benefits of Intel's latest products and demonstrating LGBTQ Pride.

In addition to its marketing, the company and its CEO have also expressed support for the LGBTQ community through its public advocacy and opposition to North Carolina's HB2, Georgia's HB757, and Mississippi's HB1523 (all of which center on discriminatory measures against LGBTQ individuals).

Further, Intel serves as a national sponsor of the Human Rights Campaign and the National Gay & Lesbian Chamber of Commerce.

For its efforts to give greater exposure to the LGBTQ community, we are happy to have Intel tied at #23 on our list.

INCLUSIVE ADVERTISING	DIGITAL VIDEO + SOCIAL MEDIA <ul style="list-style-type: none"> Social Posts (3) 	SUPPORTIVE POLICY <ul style="list-style-type: none"> Georgia HB757 Mississippi HB1523 North Carolina HB2 Federal Equality Act 	SPOKESPERSONS + C-SUITE <ul style="list-style-type: none"> LGBTQ Spokesperson: <i>Jim Parsons</i> 	DONATIONS + SPONSORSHIPS <ul style="list-style-type: none"> 2 Event 2 Organizations 	WEBSITE ENGAGEMENT <ul style="list-style-type: none"> Inclusive Policy Stated 	ORLANDO SUPPORT
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23.

TOYOTA

Toyota Motor is one of the largest automobile manufacturers in the world. Beyond being a frontrunner in automotive sales, the company has also been a frontrunner with respect to creative marketing for LGBTQ consumers. Toyota designed an LGBTQ-tailored print ad campaign for the luxury Lexus line featuring same-sex couples. The company also created a print ad in LGBTQ media for Toyota Financial Services promoting workplace equality.

In addition to print advertising efforts, Lexus also crafted a digital video series entitled “It Got Better” that featured interviews with LGBTQ celebrities, including Wanda Sykes, Ian McKellen, Portia De Rossi, and Candis Cayne. Through candid interviews, the celebrities share the various experiences of their lives— the challenges they faced, their sources of inspiration, their successes—as well as encouraging words of wisdom.

Further, this past year Toyota has supported the Human Rights Campaign, The Trevor Project, and the National Gay & Lesbian Chamber of Commerce, and has sponsored five LGBTQ events including the Aids Walk Los Angeles as well as numerous Pride events.

For showcasing encouraging stories from the LGBTQ community, Toyota is tied at #23.

INCLUSIVE ADVERTISING <ul style="list-style-type: none"> • LGBTQ Media Print (3) 	DIGITAL VIDEO + SOCIAL MEDIA <ul style="list-style-type: none"> • Digital Video (6) 	SUPPORTIVE POLICY <ul style="list-style-type: none"> • Mississippi HB1523 	SPOKESPERSONS + C-SUITE	DONATIONS + SPONSORSHIPS <ul style="list-style-type: none"> • 5 Events • 4 Organizations 	WEBSITE ENGAGEMENT <ul style="list-style-type: none"> • Inclusive Policy Stated 	ORLANDO SUPPORT
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EVENT SPONSORSHIP



SOCIAL POST

INCLUSIVE ADVERTISING

25. *Alaska Air Group*

Alaska Air Group, owner of multiple airlines including Alaska Airlines, is a strong supporter the LGBTQ community. A print ad that they produced shows two men laughing together and states, “The LGBT community has come so far. Let us fly you the rest of the way.” In addition to having a site dedicated to LGBTQ travel planning, Alaska Airlines also provides discounts to customers traveling to or from many Pride events including Puerto Vallarta Pride and Seattle Pride, where the brand is based out of.

They also posted numerous pro-LGBTQ messages across their various social media accounts, and their #flywithpride campaign even included clues to a scavenger hunt where people had a chance to win free air travel to any destination that Alaska Airlines flies to.

In response to the Pulse nightclub tragedy, Alaska Airlines offered free travel to Orlando for the spouses, domestic partners, and immediate family members of the victims. They also donated \$25,000 to the OneOrlando fund.

For going above and beyond in providing LGBTQ-inclusive travel options for their customers, we are happy to have Alaska Air Group closing out our list at #25.

INCLUSIVE ADVERTISING <ul style="list-style-type: none"> LGBTQ Media Print (1) 	DIGITAL VIDEO + SOCIAL MEDIA <ul style="list-style-type: none"> Social Posts (20) 	SUPPORTIVE POLICY <ul style="list-style-type: none"> North Carolina HB2 	SPOKESPERSONS + C-SUITE	DONATIONS + SPONSORSHIPS <ul style="list-style-type: none"> 3 Events 	WEBSITE ENGAGEMENT <ul style="list-style-type: none"> Inclusive Policy Stated LGBTQ Microsite 	ORLANDO SUPPORT <ul style="list-style-type: none"> Social Posts (2) Donations: \$25K and free flights to families affected by tragedy
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THANK YOU