



# BEYOND THE PARADE

The New Playbook  
for Pride 2025 Marketing



**COMMANDO**

LGBTQ+ ADVERTISING SPECIALISTS

# The Changing Face of Pride 2025:

## Why Digital Matters More Than Ever

With political shifts, relying solely on in-person activations carries risks—lower attendance, unexpected changes, and high costs. By adjusting to a digital-first strategy, brands can ensure meaningful engagement with LGBTQ+ audiences.

A **well-planned digital strategy** allows brands to:



**Reach a wider audience beyond parade attendees.** Mobile campaigns can be used to give additional context to your in-person presence, offer discounts or fundraising opportunities, and more.



**Ensure visibility despite political and logistical challenges.** Deliver a consistent message to the community using digital methods and you'll reach more people at a fraction of the cost.



**Maximize ROI with precision targeting.**

By targeting the LGBTQ+ community directly you'll earn a loyal audience with over \$1 trillion in buying power in the United States alone.

Now more than ever, **the LGBTQ+ community needs brands that stand by them**—not just in June, but all year long.

### The Case for a Digital-First Pride Campaign:

A successful Pride campaign isn't just about visibility—it's about **connection, authenticity, and long-term impact**. With in-person events facing uncertainty, brands must leverage digital-first strategies to ensure they reach LGBTQ+ audiences in meaningful ways.

Here's how



## Beyond Rainbows: Creating Values-Driven Content That Resonates

Slapping a rainbow on your logo for June isn't enough. Today's LGBTQ+ consumers expect **authenticity and action**, not just performative marketing. To stand out, brands must:



**Align with real issues** – Simple considerations, like adding a place for preferred pronouns, can create a lasting impact with this community.



**Strive to reflect the rich diversity of the LGBTQ+ community** – Strive to reflect the rich diversity of our world, including LGBTQ+ and gender fluid individuals.



**Show long-term commitment** – What is your brand doing after June? Brands that support LGBTQ+ causes year-round build stronger customer loyalty.

## Influencers & Content Creators: Let Trusted LGBTQ+ Voices Lead the Conversation



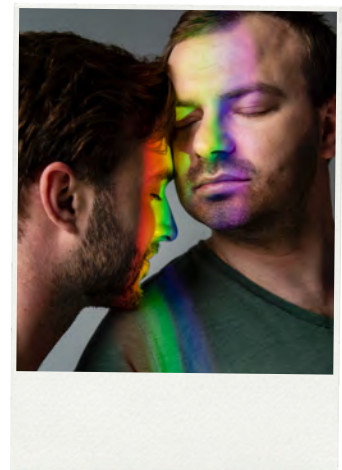
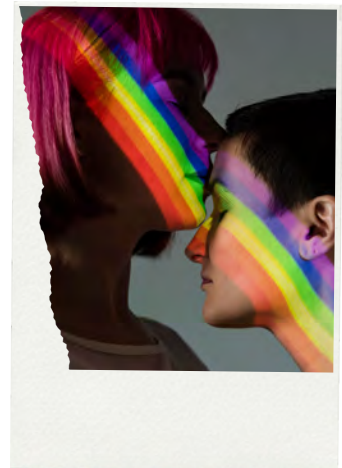
**Authentic** – LGBTQ+ voices add credibility and relatability to your campaign.



**Engaging** – Influencers understand what resonates with their audience and can create content that feels natural, not forced.



**Cost effective** – Micro and mid-tier LGBTQ+ creators often have highly engaged niche communities that brands struggle to reach through traditional ads.







## Precision Targeting:

Reach the Right  
Audience, in the Right  
Place, at the Right Time

Not all digital ads are created equal. To ensure maximum engagement and ROI, brands should invest in:



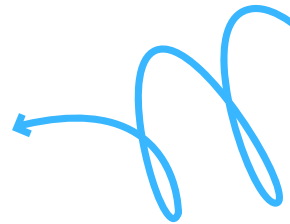
**Content that Converts** – Use high quality imagery that isn't stock to create authentic representations of the community.



**Promote across platforms** – COMMANDO can help you identify LGBTQ+ audiences using proprietary audience data.



**Dabble in Dating Apps** – Because dating apps eliminate the guessing game that the community can face by including labels for sexuality or creating sexuality-specific spaces, they are the most accurate way to reach the LGBTQ+ audience.



# FOR MENTAL HEALTH

## Why Mental Health Brands Should Leverage Pride Season



Pride is often associated with joy, celebration, and self-expression. However, for many in the LGBTQ+ community, it can also be a time of emotional highs and lows, uncertainty, and reflection. Much like Valentine's Day can amplify feelings of loneliness, **Pride can serve as a reminder of single-dom, identity struggles, or societal challenges**—making it a crucial time for mental health advocacy and support.

## The Emotional Landscape of Pride

While Pride represents visibility and empowerment, **it can also bring up complex emotions for individuals:**

- ❗ **Feeling isolated in the celebration** – Not everyone has a large LGBTQ+ support network or community to celebrate with.
- ❗ **Navigating societal shifts** – With political uncertainty and increased discrimination in some regions, Pride can be a stark reminder of ongoing struggles.
- ❗ **Pressure to be "proud enough"** – The expectation to be openly joyful and expressive during Pride can feel overwhelming, especially for those still exploring their identity.

## The Link Between LGBTQ+ Identity & Mental Health


Mental health remains a critical issue for the LGBTQ+ community. Studies show that:

- ⚠️ **LGBTQ+ individuals are more than twice as likely** as heterosexual individuals to experience depression and anxiety.
- ⚠️ **40% of LGBTQ+ youth** have considered suicide in the past year.
- ⚠️ **Trans and nonbinary individuals** experience disproportionately high rates of mental health struggles due to discrimination and lack of access to affirming care.

# How Mental Health Brands Can Show Up During Pride

## **Pride-Focused Awareness Campaigns**

**Normalize** conversations around LGBTQ+ mental health with targeted messaging.

 **Content & Resources** – Offer digital guides, self-care tips, and community-driven content tailored to LGBTQ+ mental well-being.

Mental health brands and wellness organizations have a unique opportunity to offer visibility, support, and accessible resources during this season. Strategies include:

## **Virtual & In-Person Support Spaces**

– Host live Q&As, mindfulness sessions, or online communities to provide a safe space for those feeling disconnected.

## **Brand-Funded Therapy Sessions or Mental Health Resources**

– Some brands have successfully built loyalty by funding mental health services for LGBTQ+ individuals in need.

## Why This Matters for Brands

Consumers are more likely to trust and engage with brands that actively support their well-being. A mental health focus during Pride signals:

- ✓ A commitment to LGBTQ+ audiences beyond just celebration
- ✓ Authenticity in addressing real struggles
- ✓ A meaningful way to stand out among brands that only do surface-level Pride marketing

**By prioritizing mental health advocacy and meaningful engagement, brands can build deeper trust, loyalty, and impact within the LGBTQ+ community—not just during Pride, but year-round.**



# How **COMMANDO** Can Help

COMMANDO specializes in LGBTQ+ marketing and digital strategy, ensuring brands connect with authenticity, precision, and effectiveness.

Our team can help you:



## **Develop a Data-Driven Strategy**

We create campaigns based on real LGBTQ+ consumer insights, not assumptions



## **Source & Manage Influencer Partnerships**

Tap into our network of LGBTQ+ creators to amplify your brand's reach



## **Execute High-Impact Digital Campaigns**

From social ads to community-based marketing, we help brands show up in the right spaces



## **Measure & Optimize Performance**

Our analytics-driven approach ensures your Pride campaign delivers real results and long-term brand affinity

Pride is more than just a moment—it's an opportunity to build lasting relationships with LGBTQ+ audiences.

Let's make it count.