



# 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



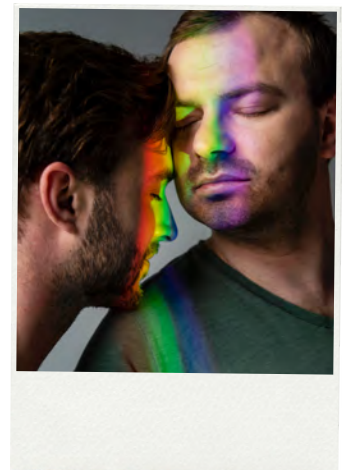
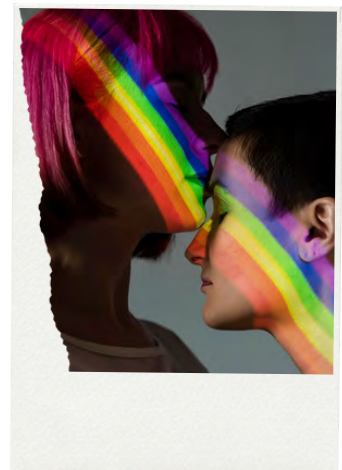
**Authentic** – LGBTQ+ voices add credibility and relatability to your campaign.



**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:



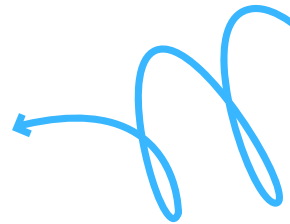
**Content that Converts** – Use high quality imagery that isn't stock to create authentic representations of the community.



**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 MEN'S GROOMING

## Leveraging Pride Season for Men's Grooming Brands

Pride Month presents a unique opportunity for men's grooming brands to connect with LGBTQ+ consumers who are keen on looking their best during celebrations. Whether planning outfits or embracing their individuality, **many LGBTQ+ individuals prioritize personal grooming** during this festive season.



## Understanding the Grooming Habits of Gay Men

Research indicates that gay men often place a higher emphasis on grooming compared to their straight male counterparts.

Key findings include:



### Increased Grooming

**Importance:** Gay men view grooming as significantly more important and engage in more grooming behaviors than straight men.



**Higher Grooming Frequency:** Men who have sex with men (MSM) are more likely to groom (42.5% vs. 29.0%) and groom more around intimate areas compared with men who have sex with women (MSW).



**Body Image Considerations:** There is a 32% prevalence rate of body dissatisfaction among gay men, compared to 24% in heterosexual men, highlighting a heightened concern for appearance within the gay community.



# Strategic Marketing Approaches

To effectively engage this audience during Pride, men's grooming brands should consider the following strategies:



- ✓ **Authentic Representation:** Feature LGBTQ+ individuals in campaigns to resonate with the community genuinely.
- ✓ **Inclusive Product Lines:** Develop products catering to diverse grooming needs, acknowledging the unique preferences within the LGBTQ+ community.
- ✓ **Pride Partnerships:** Collaborate with LGBTQ+ influencers and organizations to demonstrate genuine support and understanding of the community.
- ✓ **Educational Content:** Provide grooming tips and tutorials tailored for LGBTQ+ individuals, fostering a sense of community and trust.

By **aligning marketing efforts with the values and preferences of LGBTQ+ consumers**, men's grooming brands can build meaningful connections and enhance brand loyalty during Pride and beyond.

# 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.