BEYOND THE PARADE

THE NEW PLAYBOOK FOR PRIDE 2026 MARKETING

COMMANDO

LGBTQ+ ADVERTISING SPECIALISTS

THE CHANGING FACE OF PRIDE 2026

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.*

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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.

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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.

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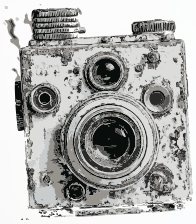
PRECISION TARGETING

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.

Promoting across platforms.

COMMANDO can help you identify LGBTQ+ audiences using proprietary audience data.

Dabbling 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.

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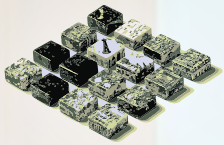
HOW COMMANDO CAN HELP

***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.

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