



MULTICULTURAL LGBTQ TOP 10 BEST PRACTICES

When advertising and marketing to the LGBTQ community of consumers, the IAB Multicultural Council recommends the following 10 Best Practices to offer positive engagement and sensitive support.

1. LIFESTYLE & LIFE STAGE RELEVANCY

Showcase appropriate ages, gender and race, relationship status (individual, couples, married, family), and openness to multiple ways of life

2. STEREOTYPE SENSITIVITY

Avoid clichés and place consideration on authenticity

3. CREATIVE MESSAGING

Highlight positive qualities that demonstrate acceptance and a wide inclusion of choices

4. COMMUNITY CENTRIC

Demonstrate genuine interest and commitment; put action behind your campaign by giving back via charity, activism, and community events

5. CULTURAL ACCURACY

Use an encouraging tone and language that communicate real life experience

6. TOTAL MARKET INCLUSIVITY

Avoid isolating LGBT in your marketing approach, rather expand your total market campaign with thoughtful inclusion

7. SEXUALITY SENSITIVITY

Be careful how you portray sexuality; stay consistent with your brand

8. CONTENT FOCUS

Place emphasis on the brand message first, LGBT content second

9. CORPORATE VALUES

Be vocal and proactive in sharing topics and issues the company supports

10. CORPORATE CULTURE

Embrace workplace diversity; practice what you preach

FOR MORE INFORMATION, VISIT [IAB.COM/MULTICULTURALHUB](https://iab.com/multiculturalhub)

