

UNDERSTANDING THE GAY AND LESBIAN CONSUMER

A PRESENTATION FOR MARKETERS

Or, Why Should I Even Care About This Anyway?

WHICH ADVERTISERS ARE TARGETING GAY AND LESBIAN CONSUMERS?
WHAT CAN THEY HOPE TO GAIN FROM IT?
AND WHY ARE SOME COMPANIES CREATING 'GAY' ADS? ISN'T THAT RISKY?

This presentation, from one of the country's most experienced gay marketers, explains the dynamics of an influential consumer segment that continues to be misunderstood and underestimated.

Discussions include:

- Size and Geography of the Gay Market
- Social and Consumption Patterns
- How Gay Consumers Have Influenced the Mainstream: Four Examples
- Gay Marketing Case Studies: Absolut Vodka, American Airlines, Subaru of America
- The Gay Media: Print, Outdoor, Direct Mail, Online, Event Marketing
- Review of Print Advertising Targeting Gay Consumers
- Television Advertising with Gay Themes

Indispensable for:

Advertising, Marketing and Human Resources professionals interested in

- Emerging Markets
- Segment Marketing
- Marketing to Influentials
- Global Trends
- Promoting Diversity

Companies who now have "understanding" include:

Kobrand Corp, New York
Procter & Gamble, Cincinnati
Sidney Frank Importers, New Rochelle NY
United Distillers and Vintners, Stamford CT
United Nations, New York

Custom Sections

Will develop and present a custom module containing market statistics, competitive analysis and advertising for your company category.

Presentation Length

Sixty to 90 minutes, including Q+A

Presentation Fee

Please contact The Poux Company for details.

About the Presenter

Paul D. Poux has developed strategic segment marketing programs for companies as diverse as Subaru of America, John Hancock Financial Services, Agouron Pharmaceuticals, Chase Credit Card Services and Alizé cocktail de France. His perspectives have appeared in articles in The New York Times, The Wall Street Journal, Los Angeles Times and American Demographics Marketing Tools, he has appeared on CNN and he has been published in Advertising Age and The Boston Globe.



Fears of backlash against gay marketers have proven groundless. It's been vocal anti-gay parties, such as Dr. Laura Schlessinger, who have suffered boycotts and business reversals.



Since lesbians, not gay men, are the ones watching sports, you're probably not reaching gay men with your general market efforts.



AOL says gay consumers helped popularize the Internet and make up 20% of all AOL subscribers.

15 Million

The estimated 15 million U.S. gay and lesbian adults make up an influential and underserved market.

To book a presentation or for more information, call **The Poux Company** at (212) 217-1951 or write to info@pouxcompany.com



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SEGMENT MARKETING

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