

# The pink pound

The definitive marketers guide to understanding and attracting the gay consumer

Latest marketing insight into a UK consumer market worth **£70 Billion**

## Inspiring, insightful speakers representing

- Communications
- Advertising
- Law
- Finance
- Research
- Travel Leisure and Tourism



Marketing Conference **22nd June 2006**  
Westminster, London



MARKETINGFORGOOD

# The Pink Pound

“No sane marketer would want to alienate or ignore such an affluent minority”

Raymond Snoddy, Marketing Magazine

## Insightful, Inspiring, Informative

Marketing to the Pink Pound. Never has a subject been so passionately debated, widely reported and least understood until now....

So what's the business case? Why is marketing insight into this group so crucial to brands? The facts speak for themselves. Unprecedented new research results reveal that gay consumers have more disposable income, are early adopters, spend more, more often, with a larger referral network with which to make or break brands than their straight counterparts. Compelling new evidence that suggests, pound for pound, marketing spend into this market segment, worth an estimated £70 billion in the UK, offers greater return on investment than marketing to any other single consumer group.

So you know your youth market, your grey market but how much do you know about the discerning gay consumer market. Understanding this complex, over stereotyped and difficult to segment market we believe is best learnt from people with real life experience. In a breakthrough conference line up we hear from speakers including BT and the Hilton Group. Organisations who invested resource and made it their business to know and satisfy customer demands long before it reached a competitors radar. People who got the t-shirt and gained market share to prove it.

*Be inspired by cutting edge case studies, gain valuable new insights*

This years CEA award winning conference producers offer delegates a fast track and definitive guide to marketing to gay consumers and features the very latest market research, across industry insights and case studies from some of the UK's mostly highly respected brands.

### Who should attend?

An invaluable one-stop conference experience for any delegate with management responsibility for brand management, strategy and/or development, consumer and category insight, customer propositions, public affairs, diversity, research, new product development, specialist consultants and agencies representing communications, advertising, travel and tourism.

**To guarantee your place at this sell-out conference book now!**

# Conference Programme

## 9.15 Coffee & Registration

9:30 Chairman's Welcome Address  
Jean Collingwood, Chief Executive, **Ingenious Group**



9.40 **Money myths and change - the power of the Pink Pound**



Ian Johnson, is one of the world's foremost authorities on marketing to gay consumers, acting as an expert adviser for 15 years to brands including Citibank, IMB, Toyota, Barclays, KLM and Hilton Group. Ian will present breakthrough new findings from the **Out Now, Diva and Gay Times Readers Survey** which reveal for the first time ever the true power of the pink pound. In this dynamic session he will share valuable findings across a wide range of product categories. How consumer attitudes impact upon marketing strategies and will reveal how some of the world's biggest brands both in the UK and US are using this knowledge to improve their communications and distribution strategies. Ian Johnson, Managing Director, **Out Now Consulting**

10.10 **BT Case study**

Case Study

BT Retail is a major force within the communications market, serving the needs of more than 20 million customers. At the heart of BT's retail business is a focus on developing new market opportunities and innovative products for the consumers markets. In this session we look at how BT through Kaleidoscope was one of the first UK companies to recognise diversity, investing and gaining market insight which both identified and satisfied the needs of LGBT consumers. Jonathan's unique experience provides an excellent example of how focus and segmentation can be used to increase brand loyalty and market penetration. Jonathan Wibberley, Campaign Effectiveness Manager, **BT Retail**

## 10.40 Refreshments

10.55 **Sued Saved or Satisfied**



Ignorance of consumer rights is no longer considered a defence; fully satisfied customers buy more and ultimately save brands. Here legal experts will explain the major implications of the Equality Act 2006, its affect on consumer law, providing practical insight into how marketers can avoid discrimination in the provision of goods and services to gay consumers. Renato will explore what the Civil Partnerships Act means to marketing and how tax and savings create new opportunities and greater consumer spend. Robert Oakley, Partner, **Bates Wells & Braithwaite**, Renato Labi, Partner, **Hughes Fowler Carruthers**

### 11.25 Authentic engagement



As leader of an influential and highly respected gay rights charity, ex newspaper Editor Ben will share unique insight into how to achieve authentic engagement with gay consumers. Moving away from the one size fits all approach to the pink pound, he will show how partnership marketing can achieve stand out to this diverse audience. Ben Summerskill, Chief Executive, **Stonewall**

### 11.55 Outright 2006 beyond the stereotypes



Are you marketing through rose coloured glasses ? The results from 18,000 consumers in the UK's largest online survey across 60 brands categories reveal who's winning brand loyalty and why. The findings show for the first time, clear attitudes and patterns from everything from media consumption to lifestyle, product spend and trends. At the end of this enlightening session you will be able to differentiate your pods from your setters and be fully equipped to create a segmentation strategy that really works. Sarah Bridgman, Insight Director, **OMD Insight**, David Muniz, Commercial Director, **Gaydar Radio, Channel 4**



### 12. 25 Lunchtime Challenge

### 12.35 Lunch

#### 1.35 Lunchtime Challenge Results

#### 1.45 Planet Out – Leisure & Tourism



Under the microscope a look at VisitBritain's Strategy for attracting gay consumers to the UK. Learning from it's marketing success. Bernard Donoghue, Head of Government and Public Affairs, **VisitBritain**

#### 2.00 A Cities Tale



A look at how Manchester successfully regenerated and transformed their leisure business to create a vibrant, inclusive offering and highly profitable means of regenerating a city.



Melissa Mariott, Commercial Director  
Louise Latham, Head of Communications,  
**Marketing Manchester**

#### 2.15 Hilton Group Case Study

Equal rights through Civil Partnerships has instantly created a host of new market opportunities across the competitive travel and leisure Industry. The Hilton Group share their runaway success story as an agile company, able to respond and adapt products to create attractive marketing propositions, that win gay consumers. Scott Ellis, Regional Director of Marketing, London **Hilton Group**



### 2.35 Reaching a wider audience



Learning from EuroPride the UK's largest LGBT celebration, discover how the live events experience creates emotional impact and links that sell. Jason Pollock, Chief Executive, **EuroPride**

### 2.50 Communications - getting pink into the mix



The mission: to increase footfall, awareness and sponsorship value of London Pride 2005. Through this complex client brief, Lucy will share the secrets of how to effectively utilise mainstream and gay media, to generate greater brand loyalty and market position. Lucy George, Senior Consultant, **Lewis PR**

### 3.05 Refreshments

#### 3.20 Advertising - coming out of the commercial closet



Too obvious, too bizarre, too stereotypical, too risky, a look at ads through the widest spectrum of creative treatments from exploitation to inclusion. Learning from the commercial closet a good practice guide to winning both gay and straight consumers. Jon Howard, Strategy Director, **Quiet Storm**

#### 3.40 Tested and approved by guinea pigs



One of the first UK financial brands to include same sex characters in a slice of life ad. Daniel Sector, Head of Brand Communications, **Egg**



#### 3.50 The advertising codes guide to gay consumer marketing



Learning from experience, insight into rulings from brands from Virgin to the Army. How the ASA can help. Sukh Walia, Investigations Executive, **Advertising Standards Authority**

### 4.20 Gay consumer marketing - the future



An expert panel debate key issues as voted by you our audience.



**See website [www.ingenious-group.com](http://www.ingenious-group.com)**  
Jane Czyzelska Editor **Diva Magazine**  
Neil Almond, Chief Executive, **Kikass**  
Ian Johnson, **Out Now Consulting**  
Jon Howard, **Quiet Storm**  
Jason Pollock, **EuroPride**  
Daniel Sector, **Egg**

#### 4.50 Closing Summary - An action plan you can use.

Jean Collingwood **Ingenious Group**  
Ian Johnson **Out Now Consulting**

### 5.00 Drinks & Network Reception

## The Pink Pound Marketing Conference

Thursday 22<sup>nd</sup> June 2006

Venue: The Lewis Media Centre, Millbank Tower,  
London, SW1P 4RS

### Booking Form

#### Five ways to book

✓ **Call:**

Ingenious Group ask for Kate Elliott on 01482 442611

✓ **Fax:**

Direct to Ingenious Group . Fax: 01482 345502

✓ **Online at:**

www.pinkpoundconference.com

✓ **E-mail:**

Email: sales@ingenious-group.com  
Bookings will be confirmed on receipt of payment.

✓ **Post:**

To Ingenious Group ,  
61 Hymers Avenue, Kingston Upon Hull  
East Riding of Yorkshire, HU3 1LL

**YES!** Please book  places for the following people

Company name \_\_\_\_\_

1<sup>st</sup> delegate name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

2<sup>nd</sup> delegate name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

3<sup>rd</sup> delegate name \_\_\_\_\_

Job Title \_\_\_\_\_

Email \_\_\_\_\_

Booking contact name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Tel \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Please tick if you need:**

Disabled access \_\_\_\_\_

Specific dietary requirements \_\_\_\_\_

Other specific requirements \_\_\_\_\_

## Cost per delegate

Save  
£100

Price Information	Early Booking Discounts Before 19 <sup>th</sup> May 2006 Save £100	After May 19 <sup>th</sup> 2006
1 <sup>st</sup> Delegate	£340 + VAT (£399.50)	<b>£440 + VAT (£517.00)</b>
2 <sup>nd</sup> Delegate	25% saving off standard rate £330 + VAT (£387.75)	25% saving applies
3 <sup>rd</sup> Delegate	50% saving off standard rate £220 + VAT (£258.50)	50% saving applies
Full Conference CD	I am unable to attend but would like a copy of full conference footage and speakers presentations CD £149 + VAT (£166.07)	<input type="checkbox"/>

## Payment

**By Credit Card:**

VISA  MasterCard  American Express

Amount £

Card Number

<input type="text"/>									
<input type="text"/>									

Expiry date \_\_\_\_\_

Cardholder's name \_\_\_\_\_

Cardholder's Billing Address \_\_\_\_\_

Postcode \_\_\_\_\_

Signature \_\_\_\_\_

I agree to the terms and conditions stated below

**By Cheque:**

I enclose a cheque made payable to the **Ingenious Group Ltd.**  
For the Amount of £ \_\_\_\_\_  
If payment is sent separately, please mark clearly the names of delegates.

**By Invoice:**

Please invoice me. My invoice number/reference (if applicable) is: \_\_\_\_\_

**Accommodation:**

Please see www.ingenious-group.com for reduced rates.

**Booking conditions:** A confirmation letter and VAT receipt will be sent to you as acknowledgement of your booking. Payment must be tendered when submitting your booking form. Your fee includes conference CD, refreshments and lunch. If you are unable to attend, a substitute delegate is always welcome. Cancellations must be received in writing by 9<sup>th</sup> June 2006. All cancellations are subject to an administration handling charge of £75 + VAT. No refunds will be issued after this date. All bookings are binding thereafter. It may be necessary for reasons beyond the control of the organisers to alter the content, speakers, timing or venue without prior notice. In the event of a terrorist emergency resulting in a cancellation of the conference 50% of the conference fee will be retained by the organisers in order to cover administration costs, venue fees and other contractual obligations. The Ingenious Group will not accept liability for any transport distribution or individual transport delays and in such circumstances the normal cancellation restrictions apply.

The Ingenious Group would like to contact you occasionally to keep you informed of the future Ingenious Group events, promotions and other relevant information and offers. If you do not wish to do this, please tick this box or write to us at the above address.

VAT Registration No: 809 1288 23

Ingenious Group Ltd 3986157

# The pink pound Marketing Conference

## What you will learn

Get practical answers to .....

**The advertising conundrum** - striking the balance between taste and offence. The official and unofficial views on how to integrate Gbt sensitivity and diversity into mainstream business-to-business advertising.

**What the Equality Act means to you:** A legal experts guide on how marketers can avoid being sued for discrimination in the provision of goods and services to gay consumers.

**Getting authentic engagement** - How to create meaningful dialog with gay consumers.

**What Civil Partnerships mean to you and to marketing.**

**Money myths and change:** Analysing key differentiators. How attitudes and trends affect brand loyalty. Using this knowledge to improve segmentation and increase market share.

## What your delegate package includes

Delegate fees include a state of the art Mediasite conference CD courtesy of Video Nation. The media rich CD features the highest quality, fully synchronised audio and visual footage of all speakers, their presentations and powerpoints shown simultaneously. A valuable tool to take back to the office to share with colleagues.

To sample what this has to offer visit [www.pinkpoundconference.com](http://www.pinkpoundconference.com)



" Truly one of the best conferences I have ever attended.  
Really good speakers, great insights. Even the food was top notch too."  
Alastair Macdonald, Connexus Group, (previous delegate)

With special thanks to



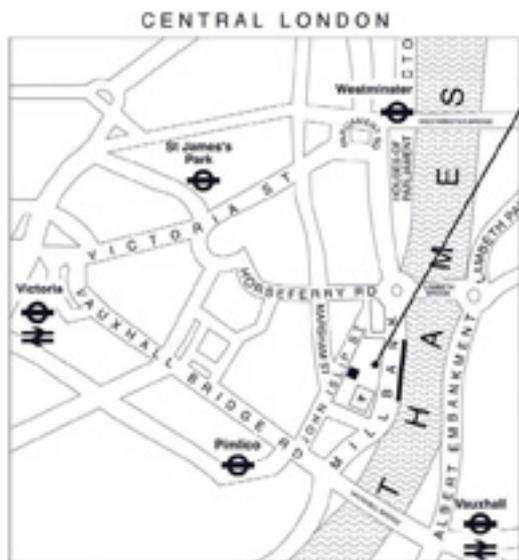
Book now @ [www.pinkpoundconference.com](http://www.pinkpoundconference.com)

# The pink pound Marketing Conference



The Lewis Media Centre

## How to get there



The LEWIS Media Centre  
Millbank, Millbank Tower,  
London, SW1P 4RS



The LEWIS Media Centre is located on the ground floor of Millbank Tower, Millbank.

**By Underground:** Millbank Tower is conveniently placed for Pimlico Station (Victoria Line) or Westminster (Circle, District and Jubilee Lines).

**By Train:** The closest mainline stations are Waterloo and Victoria, which are a ten-minute text ride.

**By Air:** Heathrow, Gatwick and Stanstead airports are approximately one hour away as is London City Airport which is the closest to the Centre and accessible using the Docklands Light Railway, Thames Riverbus or Taxi.

**By Taxi:** Millbank Tower is well known to taxi drivers and couriers.

