



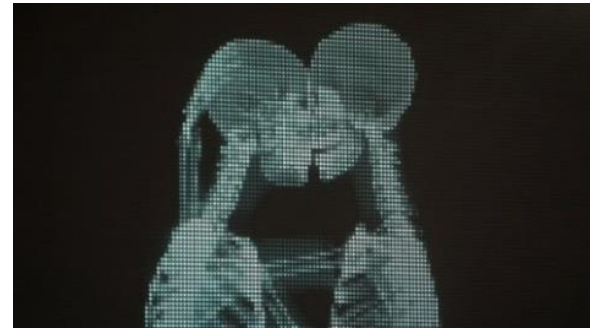
CAMPAIGN BACKGROUND

The Ad Council launched *Love Has No Labels* in March 2015. The goal of the campaign is to flood culture with diverse images of love and acceptance in order to erode implicit bias, promote inclusion and mobilize the public to take action against injustice.

The campaign includes a suite of campaign materials by R/GA and includes a yearlong social media program, media partnerships, event activation (i.e. Pride, corporate Diversity & Inclusion events) and a [website](#) with tools and resources that educate the public and drive meaningful action for inclusion and social justice.

Our funding partners - including Bank of America, Prudential, Walmart, and State Farm® - extend the campaign message by supporting existing PSA materials and developing custom Love Has No Labels content for internal and external communications, including social media, employee activation, consumer events, industry conferences, and more.

Key NGO partners - including Anti-Defamation League, Human Rights Campaign, GLAAD, Asian Americans Advancing Justice, The George Floyd Memorial Foundation, The Asian American Foundation (TAAF), Disability:IN, Perception Institute, UnidosUS, National Women's Law Center, and others - provide issue expertise and develop content for our website, in-school curriculum, and more.



2015's Emmy Award-winning [Skeletons](#) video

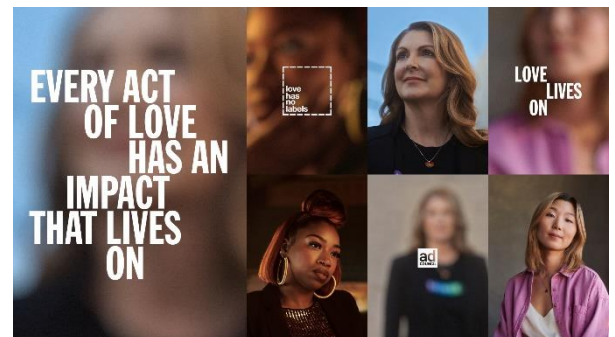


2022's "[Gentle Giant](#)" film tells the untold story of a bond between sister and brother, and how their love and legacy persevere through millions of acts of love from others.

CAMPAIGN PERFORMANCE & IMPACT

With over **\$160M million** in donated media support and more than **400 million video views** since launch in 2015, the campaign is proving to be memorable, engaging and impactful.

66%	Adults aware of at least one PSA
25%	Adults aware of LHNL brand
92%	Feel positively or neutrally towards the LHNL brand
70%	Believe our cause is important
29.8 million	Visits to the Love Has No Labels website



2022 "[Love Lives On](#)" PSAs demonstrate how individuals and communities acted with love in the aftermath of bias, hate, tragedy and injustice.

Most importantly, a continuous tracking study shows significant shifts in behaviors and attitudes towards bias and inclusion since the campaign launched in 2015. As of April 2022, more adults:

- Believe there are things they can do to create a more accepting and inclusive environment (**58% → 70%**)
- Believe supporting diversity and acceptance around race, gender, sexual orientation, religion, and disability is very important (**33% → 39%**)



2022 and Beyond: Love Lives On

On June 23rd, Love Has No Labels launched its latest effort, [Love Lives On](#). Premiering at the Cannes Lions International Festival of Creativity, Love Lives On uses real stories to show how individuals acted with love following instances of hate and injustice.

While we all value a society that is inclusive, safe and loving, many individuals and communities in the U.S. fear for their safety, security and livelihood. For many, rights are being threatened, opportunities are being denied and there is an increase in violence, hate crimes and harassment. In the face of bias, hate and discrimination, it's up to each one of us to act with love to create a more just, equitable and inclusive society. Because when we act with love, #LoveLivesOn.



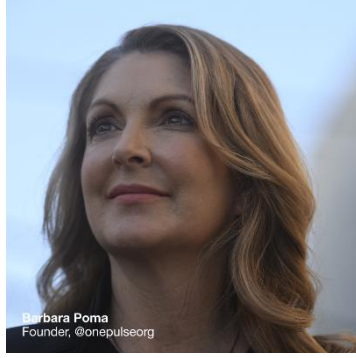
The stories featured include:



George Floyd's life story told from the perspective of his family.

Told through the perspective of his sister, Bridgett Floyd, we will celebrate the love, joy, and light that George Floyd brought to his family and the world. Though his life was tragically cut short by an act of injustice, his legacy and love can live on through each one of us when we continue to fight for racial justice.

Watch here:
https://www.youtube.com/watch?v=QmutnbJF_Jo



PULSE Nightclub owner creates foundation to support survivors and victims families

THE PROBLEM
Pulse was more than a nightclub, it was a safe space for the LGBTQ+ community in Orlando before a gunman attacked the club, killing 49 people inside and injuring many more.

THE ACTION
Barbara Poma the owner of PULSE started onePULSE Foundation, a fund to turn this site into a museum and memorial, along with scholarships.

Watch here:
https://www.youtube.com/watch?v=H65RmpcvX_w

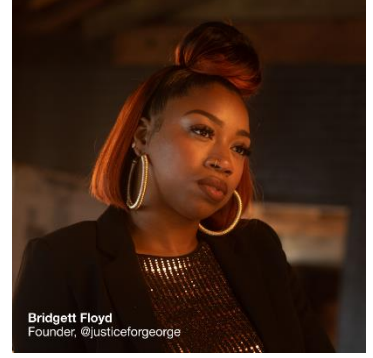


Crowdfunded cab rides to get AAPI elderly home safe.

THE PROBLEM
The Asian American and Pacific Islander community (AAPI) has been under attack and living in fear of their safety. Since the start of the COVID-19 pandemic, violence, harassment and hate crimes have risen over 300%.

THE ACTION
Knowing many of these attacks were happening in public, Maddy Park, created a fund to help members of the AAPI community get around town safely.

Watch here:
<https://www.youtube.com/watch?v=iSK3lxMOqXU>



George Floyd's sister creates a foundation to honor his legacy, fight for racial justice, and support Black communities

THE PROBLEM
The Black community has historically experienced and been impacted by bias, systemic racism, violence, and injustice across public safety, education, housing, job opportunities and criminal justice.

THE ACTION
Bridgett Floyd started the George Floyd Memorial Foundation to honor his legacy by challenging the root causes of racial inequity and end the systemic violence affecting Black Americans.

Watch here:
https://www.youtube.com/watch?v=3n2yX_ly_LE

Driving Action: [LoveHasNoLabels.com](https://www.LoveHasNoLabels.com)

To coincide with the launch of Love Lives On, the Love Has No Labels website was revamped to inspire and empower the public to take meaningful action that creates a more inclusive and just world by providing audiences with specific resources to:

- Learn - understand how bias & discrimination impact different communities; read stories and understand the perspectives and intersectionality of different communities
- Act - intervene when you see hate; practice allyship; encourage leaders to create equitable practices and policies
- Supporting Organizations - support minority-owned businesses; volunteer or donate to organizations fighting for justice, equality and equity for specific communities

Within each of those content themes, there are actions and resources specific to different communities across race/ethnicity, age, gender, sexual orientation, disability, and religion.