

LHNL RESULTS AND UPDATES – NOVEMBER 2023

WHAT'S HAPPENING?

In November 2023, Love Has No Labels continued to extend the “Love Lives On” messaging platform of combating bias with acts of love and inclusion. This month, we worked with diverse TikTok creators to share their own stories of inclusion and allyship, to encourage acts of love.

Additionally, we continue to consider the role of Love Has No Labels in today’s cultural landscape, and are excited to provide updates on two efforts:

- We will launch a new, anthemic film intended to remind us of our shared humanity and the power of love (inclusion), slated to launch in February 2024. We will share the creative with you once we’ve seen and vetted the idea through our Campaign Review Committee.
- We received funding to develop work specifically addressing discrimination impacting the LGBTQ+ community, which will launch in June 2024.

HOW ARE WE DOING?

Since the launch of Love Has No Labels in 2015, the campaign has received **\$214.7M** in donated media. There have been **430.2M** views, **3.0M** likes and **4.6M** shares of the campaigns video content online, and total impressions of **26.5B**. This includes all efforts: Skeletons, We Are America, Fight For Freedom, Fans of Love, Rising, United We Are Powerful, Fight Virus Bias, and Love Lives On.

While some of our efforts have expired, current views of our active content include:

- Skeletons (March 2015 - Present)
 - Views: **173.7M**
 - Likes: **829K**
 - Shares: **1.9M**
 - **\$26.0M** in Donated Media
 - **1.48B** Impressions
- Love Lives On (June 2022 – Present)
 - Views: **29.4M**
 - Likes: **2,239**
 - Shares: **3,130**
 - **\$24.2M** in Donated Media
 - **2B** Impressions

ENGAGEMENT

Since our launch in 2015, our website has received:

- Total Sessions: **33.5** (16.5M US only)
- Total Users: **23.5M** (13.9M US only)
- Total Page Views: **45.6M** (21.5M US only)

Since the launch of Love Lives On June 2022:

- Total Sessions: **3.8M**
- Visits to Love Lives On Landing Page: **66.9K**

Our Social Media accounts contain the below followers:

- FB: **247K**
- Twitter/X: **12.7K**
- Instagram: **19.8K**

AWARENESS*

Brand Awareness

- **24%** of respondents are aware of the LHNL brand

PSA Awareness

- **51%** of respondents are aware of at least one LHNL PSA
- **41%** of respondents recognized at least one *Love Lives On* asset (highest awareness level to-date)
- **28%** recognized the *Skeletons* asset

IMPACT & BEHAVIORS*

Since the launch of Love Lives On, we have seen **statistically significant growth** in the number of U.S. adults who:

- Say they have learned about actions they can take to be more inclusive every day (**23% -> 27%**).

When looking at the power and impact of our PSAs to change attitudes and behaviors:*

- Those who are aware of a LHNL PSA are more likely to learn about actions they can take to be more inclusive every day (**34% aware vs 23% non-aware**)
- Those who were aware of a LHNL PSA are much more likely to have taken at least one action related to preventing prejudice or discrimination over the past year (**88% aware vs 62% non-aware**).

WHAT'S NEXT?

- In February 2024, Love Has No Labels will launch a new Anthemic PSA to raise awareness of bias and encourage acts of love and inclusion.
- WWE has selected LHNL to be their Heritage Month activation partner throughout 2024. Look out for merchandise and messaging from LHNL and WWE!
- In June 2024, the LGBTQ+ effort will launch with multi-platform PSAs and a trusted messenger program.

WHAT YOU CAN DO?

- Check out our partner toolkit for activation ideas and briefs, suggested social content for each quarter, and available assets: <https://lovehasnolabels.com/partner-toolkit>
- Contact the LHNL team if you are interested in discussing a specific and/or custom activation for your organization (internally or externally)