

PepsiCo Bubbly's 'safe spaces' campaign plays it safe

Article

The news: With its Pride Month campaign, PepsiCo's Bubbly brand is highlighting the need for LGBT+ safe places.

- The brand released a short film, "Coming Home," about a nonbinary person finding a sense of community at an LGBT+ club, complete with cameos from LGBT+ celebrities.

- Bubly also worked with the Stonewall Inn Gives Back Initiative (SIGBI) to provide \$100,000 to LGBT+ safe places hit hard by COVID-19.

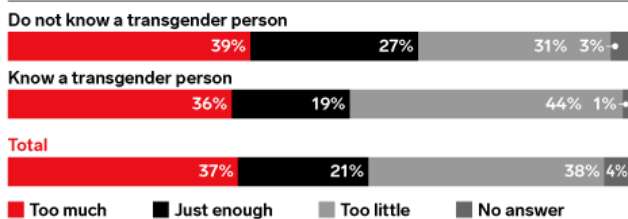
In its release announcing the campaign, Bubly talked about how safe spaces are important to LGBT+ consumers seeking to escape discrimination or harassment while also providing a sense of community. But one has to wonder how daring such a campaign is in 2022 versus, say, 15 years ago. American consumers are largely pro-LGBT+ acceptance.

Zoom out: In its campaign, Bubly did not address the current US tide of anti-LGBT+ legislation.

- Companies like Apple are [waging a battle against such policies](#), and Disney is one brand whose [inaction over ‘Don’t Say Gay’ legislation](#) in Florida landed it in hot water with consumers and employees.
- Among Gen Z consumers—a highly-coveted demographic—53.5% say they [are more likely to buy a product/service that mentions LGBTQ+ acceptance](#), per TextNow.
- And with transgender and nonbinary individuals under particular fire in recent years, many consumers feel society does not do enough to support these individuals.

Do US Adults Feel Society Does Enough to Support Transgender or Nonbinary Individuals?

% of respondents in each group, May 2022



Source: SurveyMonkey as cited in company blog, May 20, 2022

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The big takeaway: Bubly’s campaign represents how consumer sentiment has changed dramatically with respect to the LGBT+ community in a short period of time.

- A campaign like this, though well executed, would have once felt daring; now, arguably, it even comes across as safe.

Go further: [Read our Q&A with Couplet Coffee](#) on creating authentic Pride Month marketing.