

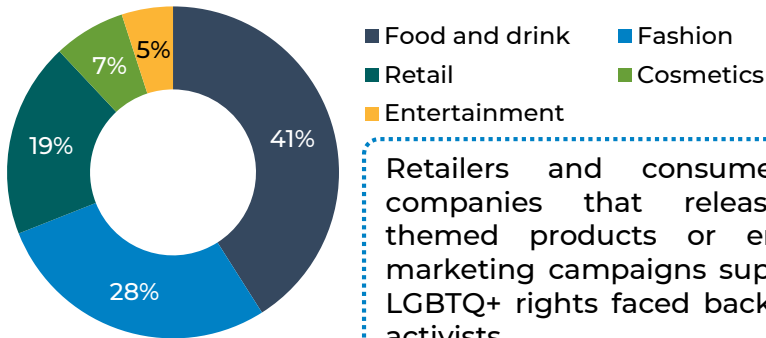
This Pride Month, Don't Be Afraid of Boycotts. Use Them to Show True Support for the LGBTQ+ Community

Media Analysis Summary



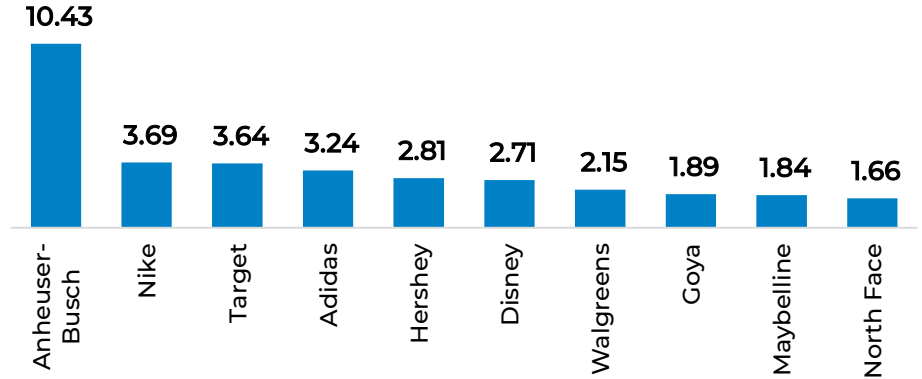
Consumer activism during Pride month has taken a surprising turn, with conservative and far-right voices leading the charge. Rather than accusations of pinkwashing, the focus has shifted towards boycotting LGBTQ+-related products and companies. Our media analysis reveals that succumbing to transphobic criticism, though seemingly expedient, can be costly in the long run, highlighting the short-sightedness of such actions.

Sectors in the consumer activism debate by share of voice



Retailers and consumer goods companies that release Pride-themed products or engage in marketing campaigns supportive of LGBTQ+ rights faced backlash from activists.

Top 10 organisations in the consumer activism debate by media impact score



5 takeaways from the supply chain debate

- Boycotts are less about pink-washing and more about conservative opposition
- Bowing to a transphobic boycott can cost more in the long term
- Boycotts are often fuelled by social media misinformation
- Boycotts bring mixed results, and it's unclear what critics are seeking
- Issues can give brands a powerful gravitational pull

Read the whole analysis here:

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