

We are a platform\_\_\_\_\_.



# Activations & Content Marketing in the LGBTQ Market

Joe Bock

Partner/Chief Relationship Officer

nm9  
NETWORK

## **MISSION**

To empower the modern mindset through dynamic storytelling.

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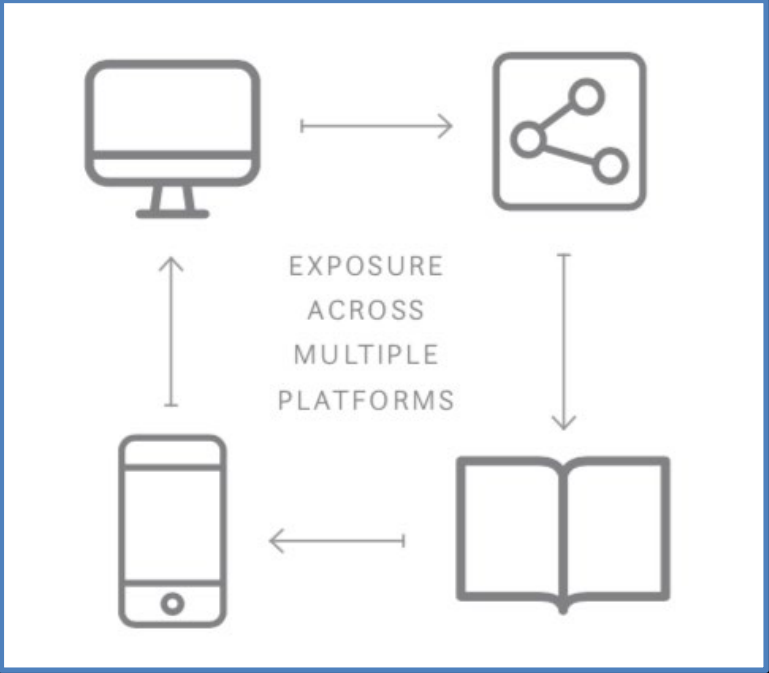
## **VISION**

To be a global leader in content development that fosters understanding of cultures and improves the lifestyle of our audiences.

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## **CORE VALUES**

We are a company that is ever curious about the world, is creative in its process, and cares for our greater community.



# Engaging Communities

- Lei City Pride Series
  - Creating ecosystem with multiple touchpoints
    - Linear and social channels
    - Activations on the ground w/ people in each market
  - Use of Influencers
    - Content is evergreen
    - Use of various distribution channels over time amplifies and broadens exposure
  - Benefits
    - Develop brand related custom content relevant to any specific audience



# Brand Evolution

- Started as an annual publication about Hawaii for the greater LGBTQ market 6 years ago
- Has evolved into a 360 deg. lifestyle brand with Events in Hawaii, and beyond
- Community advocates & sponsors – represented Honolulu Pride in NYC at World Pride/Stonewall 50
- Multi-media platform providing LGBTQ content to millions of travelers in Hawaii and beyond



# Strength in Partnership

- Honolulu Pride
  - Lei is one of the most viewed channels during Honolulu Pride season (October Parade & Festival period)
  - Market has expanded to include not only LGBTQ+ but Allies, and others
- Airlines and Hotels
  - Content development and distribution

# Growing Your Audience

## – Partnerships

- HVCB
- Honolulu Pride
- Hawaiian Airlines
- Alohilani Resort
- Queen Kapiolani Hotel

## – Distribution channels

- Content ads, but also stories of real people who engage with and are the community

# Pride Case Study

- Measurable results
  - Growth of Honolulu Pride Parade & Festival
    - 2018: 5,000+
    - 2019: 8,000+ (60+% yoy)
  - Incremental
    - Hotel bookings in NYC and HNL
    - Air travel between NYC and HNL
  - Established link between Stonewall, origin of modern LGBTQ rights movement and Hawaii



# lejo over lounge

at the Row NYC hotel

To see move videos and past activations visit  
NMGnetwork.com

or contact me at [joe@nmgnetwork.com](mailto:joe@nmgnetwork.com)

Mahalo!