

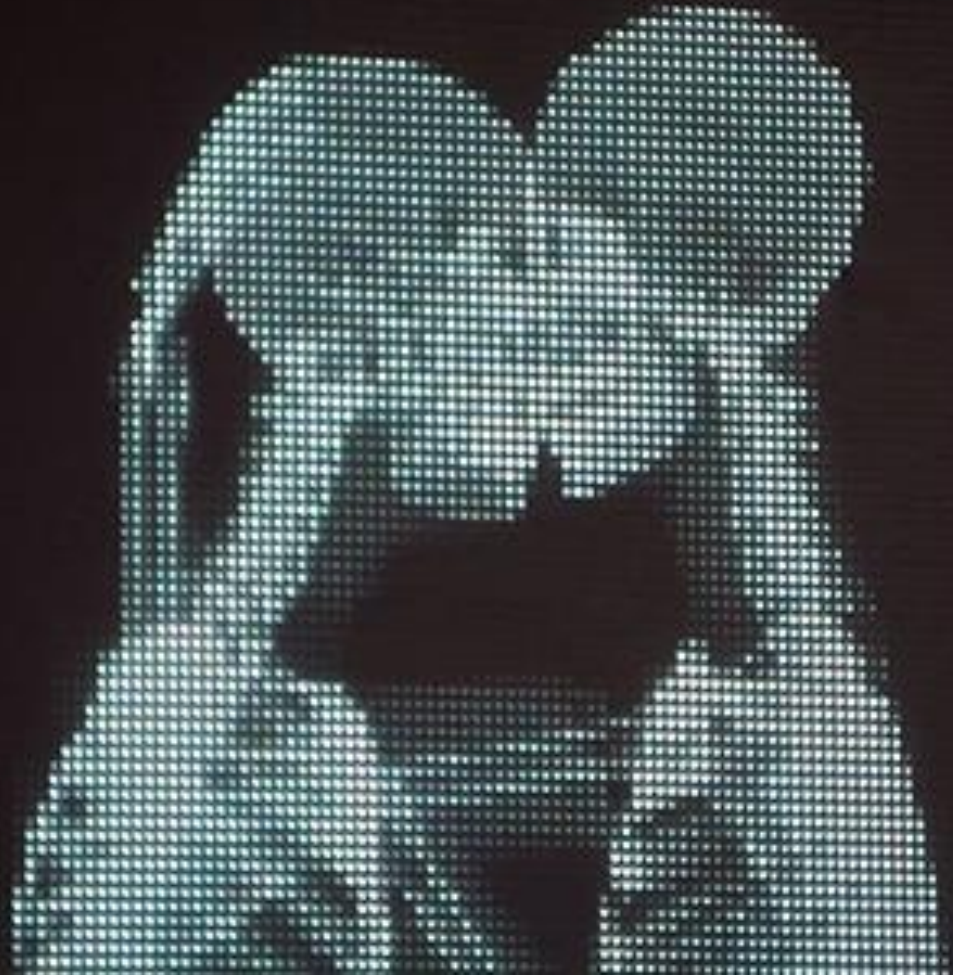


**love  
has  
no  
labels**

Jay Chiat Award for Strategic Excellence  
Non Profit Submission  
2015

The campaign addresses  
polarizing and politically charged  
issues - bias, discrimination, and  
prejudice - by celebrating the  
one thing everyone can relate  
to...

love.



## Introduction

Bias, prejudice, and discrimination are perhaps the most polarizing problems facing America today. Yet 85% of Americans consider themselves to be unprejudiced.

Most adults will resist messages that suggest they are biased, but will be far less implicitly biased if they are exposed to individuals different from them. We needed an approachable creative solution that helped people recognize the biases they didn't even know they had.

This strategy translated into a deeply emotional creative idea: An x-ray screen hid the identities of real people as they embraced, danced, and kissed. Viewers mentally filled in the blanks of what constituted friendship, romantic love, and family. When the couples were revealed, so too were individual biases, as each relationship spanned different religions, races, disabilities, and more, demonstrating that “love has no labels.”

This idea was further brought to life by an unprecedented collaboration of iconic brands, including The Coca-Cola Company, PepsiCo, P&G, Unilever, Allstate and State Farm. These leading brands united in solidarity and temporarily “unlabeled” themselves in the name of diversity and inclusion.

In only a few months, the campaign video achieved over 110 million views and started to shift attitudes and behaviors surrounding diversity and inclusion.

## The Issue:

**Our society is fraught with tension. Labels unnecessarily divide us.**

Discrimination based on labels such as race, ethnicity, gender, disability, religion and sexual orientation is hurting millions of Americans daily.

For example...

- 1 in 5 LGBT Americans feel that there is little or no acceptance of their community.<sup>1</sup>
- 6 in 10 Latinos say that anti-Latino discrimination is a major problem.<sup>2</sup>
- 6 in 10 African Americans say that they are not satisfied with the way they are treated in society.<sup>3</sup>
- Up to 85 percent of students with disabilities experience bullying.<sup>4</sup>

Sources

<sup>1</sup>Pew Research Center, 2013.

<sup>2</sup>Pew Hispanic Center, 2013.

<sup>3</sup>Gallup Poll, 2013.

<sup>4</sup> American Association of People with Disabilities.



## The Insight:

Through in-depth literature reviews and primary interviews with a wide range of Americans across age, gender, race and ethnicities, there was one insight that rose to the top:

**Most Americans consider themselves to be unprejudiced.**

We all want to be perceived as kind and fair; however, we unconsciously hold negative associations against those who we see as different than ourselves.

This implicit bias fuels negative stereotypes within and across communities (e.g. at work, in schools, in our justice system, etc.) which are often manifested in small and large ways.

## Our Challenge:

Encourage Americans to reconsider the biases they do not know they have.

## Our Communication Strategy: Educate and Celebrate

Promote acceptance and celebrate differences

Inspire people to show their acceptance of diversity

Raise awareness of implicit biases that exist in our culture

Empower people to stand up against bias

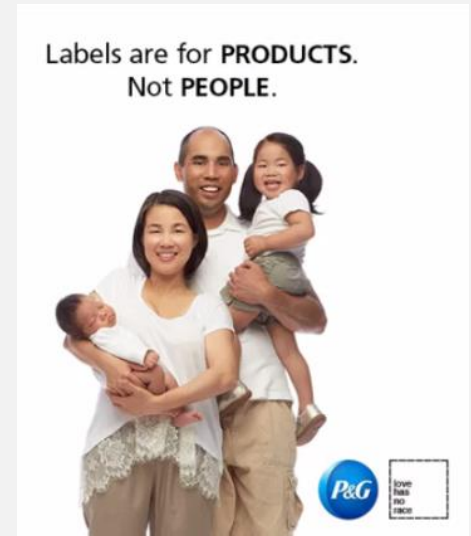


## Our Brand Strategy: Reliable, Broad-reaching and Unique

Engage iconic corporate partners to adopt the campaign and spread the message

Solicit a wide range of media platforms to support the message

Work with leading non-profit partners to inform the communication strategy and content





## The Big Idea:

To end bias, we need to first become aware of it.

And then we need to do everything within our power to stop it.



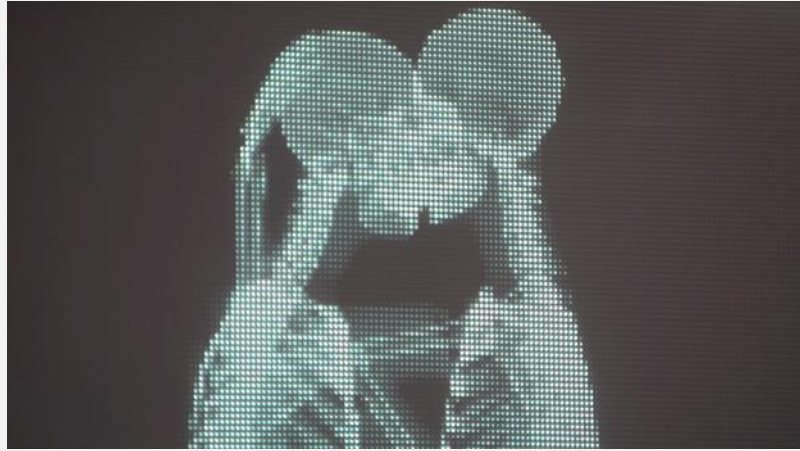
love  
has  
no  
labels

Before anything else, we are all human.  
It's time to embrace diversity.  
Let's put aside labels in the name of love.



## Creative Activation:


We filmed a live installation on Valentine's Day that featured x-ray skeletons dancing, hugging, and kissing, allowing the crowd to mentally fill in the blanks and guess who was behind the screen. The real couples and relationships were later revealed: a mixed race heterosexual couple, Muslim and Jewish friends, a homosexual couple and their adopted son, and more. This stunt exposed viewers' implicit biases and reminded us that no matter how we are labeled on the outside, we're all human on the inside. The recorded stunt was used for TV PSAs and an online video that drove viewers to test their own biases on the campaign website and share their stories of love and diversity.




## Digital Launch

In early March, our campaign video debuted exclusively on Upworthy to their community of nearly 8 million social do-gooders.

Within 24 hours the video was viewed 11 million times.

 **Upworthy**  
March 2 · 🌐


A bunch of skeletons kiss, hug, and dance in front of a crowd ... to make an excellent point about love. Also, it's not scary, we promise.



43,363,577 Views  
Like · Comment · Share

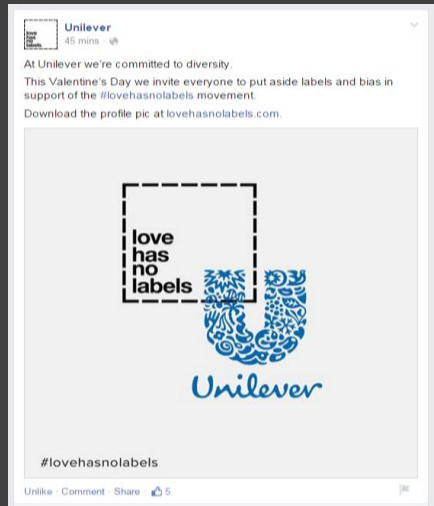
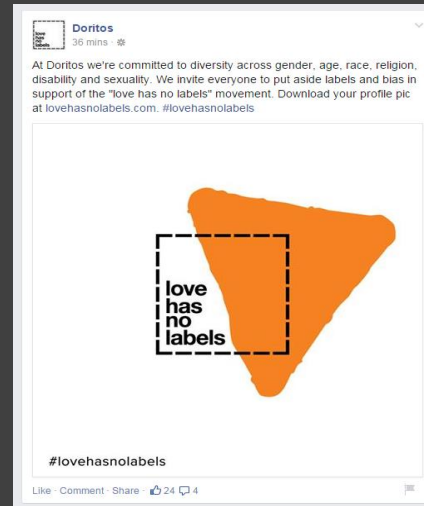
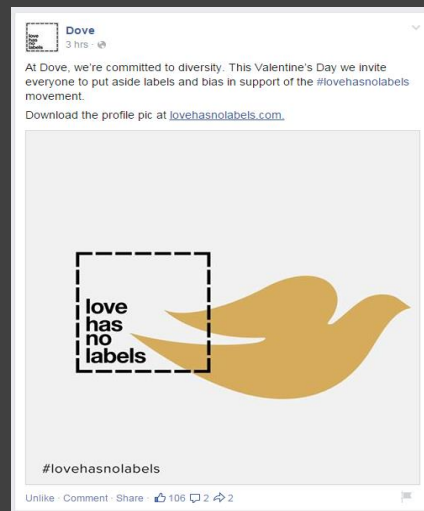
👍 Upworthy, Lynda Field Life Coach, Rebecca Eisenberg and 536,359 others like this. Most Relevant ▾

🔗 1,390,544 shares

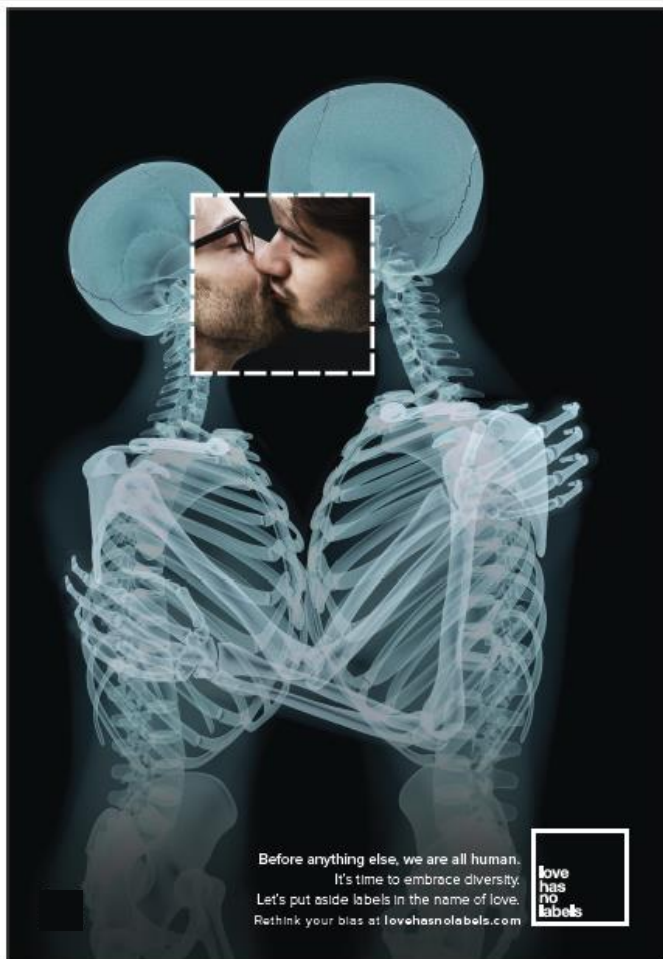


# Corporate Partners

Our brand partners stripped their iconic brands and labels on Facebook and shared the viral film.



## Print



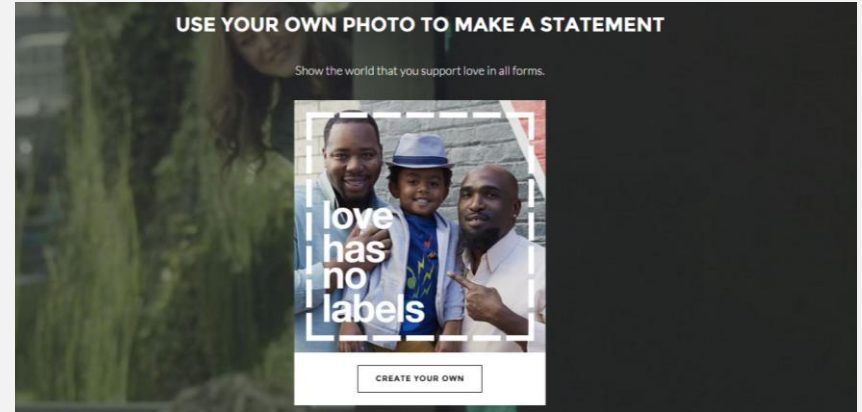
## Web Banners



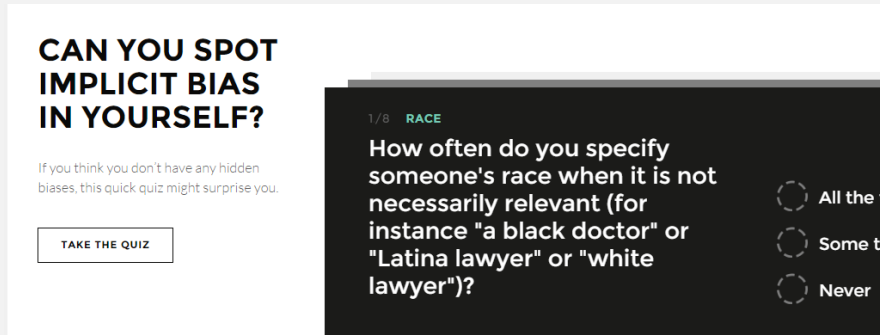
## Campaign Fulfillment

Campaign materials drove to LoveHasNoLabels.com, where users could learn about bias, take a bias quiz, get tips on how to challenge bias, use the Faces of Love tool to join the campaign, and more.

## Faces of Love



## Bias Quiz



## Tips





# Social Media Campaigns

In April, we asked users to share photos and their #LoveHasNoLabels story about diversity. So far, we've collected over 200 stories in our social gallery.

## Love Has No Labels

April 28 at 12:07pm · 🌐

Tell us your #LoveHasNoLabels story, celebrate diversity with us and you could be featured in our campaign.

## TELL US YOUR STORY



**STEP 1** TAKE a video, or a photo using our Faces of Love tool on LoveHasNoLabels.com.

**STEP 2** TELL us what Love Has No Labels means to you.

**STEP 3** SHARE your story and use #LoveHasNoLabels to submit it to our gallery.

## SOCIAL GALLERY

Share the love and join the conversation by using the hashtag #LoveHasNoLabels, or with our [Faces of Love](#) app.



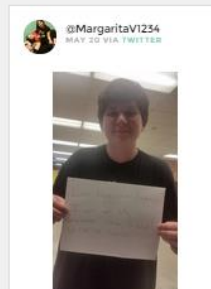
LOVE is...celebrating birthdays together year after year.  
@barbara\_dejesus  
#lovehasnolabels #love  
#couple #interracial  
#argentinian #mexican  
#loveslove #loveisintheair  
#kiss #kisses #romance  
#travel #10years #together  
#forever #photooftheday  
#happy #beautiful #instagood  
#instalove #xoxo  
#blackandwhite

SHARE



When you love someone, your heartbeat beats so loud... ♥♥  
8 meses! #lovehasnolabels  
#lovesomeone #morning  
#lights #tbt #rj

SHARE



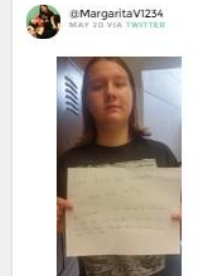
#Lovehasnolabels <http://t.co/LPQJThAVSk>

SHARE



Love love my jelly bean ♥  
@lamell4 #samelove #noh8  
#lovehasnogender  
#lovehasnolabels

SHARE



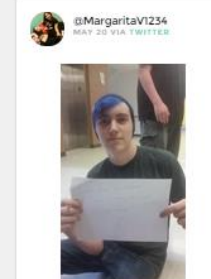
#Lovehasnolabels <http://t.co/bSRvEw6lg0>

SHARE



I'm so happy and proud that my school have knowledge lgbt pride by allowing students to permanently paint this on our high school wall. By far, it's my favorite painting out of multiple in school although it's just the 'rainbow' flag, it speaks so much. ♥ credits to whoever painted this though  
#lgbt #LoveHasNoLabels #RainbowFlag #acceptance

SHARE



# Social Media Campaigns - Mother's Day Activation



Love Has No Labels

May 6 at 11:16am · 🌐

Moms come in all forms. Tell us about your mom, or someone who has filled that role in your life, at #LoveHasNoLabels. Use the Faces of Love tool to share a pic of the two of you: [lovehasnolabels.com/faces-of-love](http://lovehasnolabels.com/faces-of-love)



HAPPY MOTHER'S DAY



Unlike · Comment · Share

12,183 others like this.

Most Relevant ▾

🔗 421 shares



**Dolores Dolly Moreno** I never knew the love of a grandchild was so amazing. My first born son has given me the best gift ever the gift of unconditional love. Happy mother's day to all you moms from me it Texas 😊



Like · Reply · 👍 1 · May 10 at 11:11pm



**Toma Thornhill**

I never knew how much my life would change when I decided to step in and raise my stepdaughter sons ages 4, 7 & 9. I have always wanted children and God blessed me with these 3 angels (well...they are boys, lol). This last year has been absolutely breath taking. I love being a Grandma/NaNa/Mom. Thank you sweet Jesus. I am just as blessed to have them as they are to have me....I go to my first Mother's Day Brunch tomorrow, YEAH!!!!



Like · Reply · 👍 7 · May 7 at 2:40pm



**Ashley Sabrina Barton** My mommy and my Nana! The most important people in my life and my best friends. ❤️



Like · Reply · 👍 13 · May 6 at 6:47pm



**Kaylynn Renee Roberts** My mother is a true inspiration, my best friend, the worlds best Nana to my beautiful children. She works full time, is getting to graduate college, which she attends full time, and still has time for us. We have the type of relationship mothers and daughters only dream of.. I am blessed.

Like · Reply · May 12 at 8:20am



## Campaign Buzz

Over 1 billion impressions resulting from media coverage, which included:

Good Morning America  
World News Tonight  
The Washington Post  
The Wall Street Journal  
Chicago Tribune  
CNN  
Today.com  
The Huffington Post  
Mashable  
Buzzfeed  
SheKnows  
Cosmopolitan  
People  
GOOD  
Creativity  
US Weekly  
Hollywood Reporter



## Campaign Buzz

As the media continued to spread the word, so too did millions on social media including many well known celebrities.

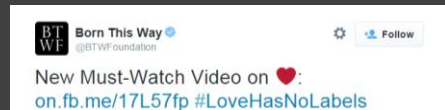
Michelle Obama  
(1.62m followers)



George Takei  
(8.5m followers)



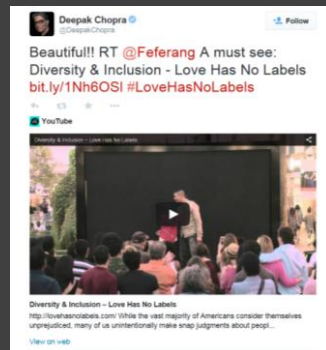
Born This Way  
(500k followers)



Sofia Vergara  
(6.9m followers)



Deepak Chopra  
(2.2m followers)



Sophia Bush  
(1.2m followers)



# Results

## Online video exposure (3/2 - 6/30)

Over 110 million views

825,000 likes

1.6 million shares

- Second most viewed community & activism campaign of all time <sup>1</sup>
- Most viewed branded video campaign of 2015, to date <sup>1</sup>
- 20<sup>th</sup> most viewed branded video campaign of all time <sup>1</sup>
- Best performing video on Upworthy ever <sup>2</sup>

## Website engagement (2/10 - 6/30)

909,462 visits to the website <sup>3</sup>

60,059 quiz engagements, with a 52% completion rate <sup>4</sup>

### Sources

<sup>1</sup>Visible Measures, 2015.

<sup>2</sup>Upworthy, 2015.

<sup>3</sup>Google Analytics, 2015.

<sup>4</sup>Survey Gizmo, 2015.

# Results

## Awareness & Behaviors

In only 4 months, awareness of the Love Has No Labels campaign (31% of adults) is higher than most of our campaigns after one year<sup>1</sup>

There has been an increase in the number of adults who report they are regularly accepting of others and/or encourage others to be more inclusive<sup>1</sup>

Source

<sup>1</sup>"Public Affairs Tracking Omnibus," Ipsos, February 2015 – June 2015.

# Individual Impact

*"that was the sweetest video I have ever seen! It can be helpful in school because if everyone saw that and realized that we really are all the same on the inside than maybe everyone would be a little less judgmental. This video taught me that Just because you can see who is who on the surface no one really knows who each other is on the inside." Lindsay, High School Senior*



**Thando Bella Khoza**

Mar 4th, 1:29am

Good morning, This morning I was blessed enough to watch the love has no labels video witch had me in tears. I even visited the site and learned so much about hidden bias that I wasn't aware of taking part in myself. I am a half xhosa half shangaan South African girl who is denied by both cultures because I find it difficult to speak the languages. It was very difficult growing up not being xhosa enough or shangaan enough and above all- black enough. But now when people ask me what I am I tell them I am a human forged of many races, religions and cultures. I will use this video to reinforce my standing and educate others. Thank you so much! #DAY\_MADE!!!!!!!!!!!!!!  
Regards, Thando Bella Khoza bellatsoul@gmail.com



**Jade Kirk** This is beautiful!! Cannot describe how my heart melted, a life with no judgement is a wonderful thought of how society should be. People need to realise this and bring up their children right, not to be racist, judgemental or cruel, starting from a young age so the future can be a better place.

Like · Reply · March 2 at 1:51pm · Edited



**Tim Gray** My two amazing daughters are in this spot and we live this message in our lives and teach it to our girls. My daughter has Down syndrome, and I'm lucky that she lives and goes to school where she is loved and respected as much as she loves others. Way to go Maddie and Sophie, you did a great job!

Like · Reply · 2,517 · 16 hours ago

*"i think the ad was very clever. Using the skeleton on the screens, you couldnt tell what was what....until the people came around from behind. It changes most peoples misconceptions about what they think they are seeing. It says alot about accepting people the way they are and respecting everyone the same."*



**Allison Duplechain** Shared on Google+ · 1 week ago (edited)

my conservative, southern dad just sent this to me... progress it happening!!!



**Kathrine Dugan** I LOVE this my mom and adopted brother are both gay and my brother and other mom is Hispanic this makes my heart swell with pride that there are people out there who truly believe all is equal

# Love Has No Labels



*“Hate cannot drive out hate. Only love can do that.”*

*Martin Luther King, Jr.*