

utvertising

**Hardwired for Inclusion:
How Virgin Atlantic continues to turn Values into Value**

 Campaign Live, Wednesday 24th September 2025



Chris Dunne

(he/him)

CEO

Outvertising

Who we are

Outvertising is the LGBTQIA+ advocacy group for UK advertising and marketing

**Not-for-profit
Volunteer-run**

What we do

Our mission is to drive LGBTQIA+ representation and inclusion in UK advertising and marketing



EQUIP

INSPIRE

EMPOWER

CHALLENGE



In partnership with



Advocacy Playbook

On building equity for LGBTQIA+ people in UK advertising & marketing



In partnership with



Advocacy Playbook

On building equity for LGBTQIA+ people in UK advertising & marketing

The first-ever comprehensive LGBTQIA+ advocacy resource for the UK advertising and marketing industries

Created in partnership with The Conscious Advertising Network (CAN)

A guide to empower any advocate within brands and agencies to establish equity in the workplace and build it into the work itself

Building LGBTQIA+ equity into your work



1 Pre-campaign

Evaluate what your brand means to the LGBTQIA+ consumers.

Roles	Organisations
- Account planning - Strategists - Brand managers - Marketing managers - C-suite	- Advertiser - Creative agency

2 Research

Get authentic insights from the right sources and test your effectiveness.

Roles	Organisations
- Insights - Strategists - Operations - Research managers	- Advertiser - Creative agency

3 Procurement

Encourage wider change with inclusive procurement.

Roles	Organisations
- Procurement - Finance - Commercial - Insights	- Advertiser - Creative agency - Media agency

4 Creative

Be authentic in your storytelling, consider who your work might exclude.

Roles	Organisations
- Creatives - Copywriters - Art directors - Designers	- Advertiser - Creative agency

5 Production

Consider LGBTQIA+ equity in all your teams behind the scenes.

Roles	Organisations
- Operations - Art directors - Producers - Designers	- Advertiser - Creative agency - Production house

6 Media Planning

Invest your spend in LGBTQIA+ publishers and outlets with a positive track record.

Roles	Organisations
- Media planners - Media buyers - Strategists	- Advertiser - Media agency - Programmatic - Publisher

7 Delivery

Hold yourself and others to account, including your programmatic partners and SSPs.

Roles	Organisations
- Operations - Activation - Digital marketing	- Advertiser - Media agency - Programmatic - Publisher

8 Post-campaign

The flip side of having a progressive idea is knowing how to defend it.

Roles	Organisations
- Social media - Customer relations - Legal & compliance - HR - C-suite	- Advertiser - Creative agency - Publisher

Building LGBTQIA+ equity into your work

1 Pre-campaign

Evaluate what your brand means to the LGBTQIA+ consumers.

Briefing

Education

Culture

Authenticity

2 Research

Get authentic insights from the right sources and test your effectiveness.

OCR

TQIA+

Measurement

Data

3 Procurement

Encourage wider change with inclusive procurement.

Suppliers

Tender

Standards

AI

4 Creative

Be authentic in your storytelling, consider who your work might exclude.

Language

Nuance

Humour

Hetero-normativity

5 Production

Consider LGBTQIA+ equity in all your teams behind the scenes.

Talent

Sets

Accessibility

Support

6 Media Planning

Invest your spend in LGBTQIA+ publishers and outlets with a positive track record.

Positive investment

Conscious divestment

Blocklists

Transparency

7 Delivery

Hold yourself and others to account, including your programmatic partners.

SSPs

Effectiveness

Influencers

Algorithms

8 Post-campaign

The flip side of having a progressive idea is knowing how to defend it.

Social media

Crisis

Training

Commitment



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