

Inclusive Campaign and Exclusive Workplace: A Comparative Study of Indian Companies' Audio-Visual LGBTQ Advertising Campaigns and Their Workplace Equality

Khuman Bhagirath Jetubhai

Correspondence: Khuman Bhagirath Jetubhai, School of Humanities & Social Sciences, Thapar Institute of Engineering & Technology, Bhadson Road, Patiala, Punjab, Pin -147004, India.

Received: March 18, 2024 Accepted: May 7, 2024 Online Published: June 5, 2024

doi:10.11114/smc.v12i3.6809 URL: <https://doi.org/10.11114/smc.v12i3.6809>

Abstract

A company's advertising campaign is generally considered the conduit through which it communicates its ethos and ideology to consumers. This paper aims to ascertain whether a company's marketing activities accurately reflect its business practices. Specifically, it investigates whether businesses with LGBTQ marketing initiatives actively advocate for and uphold workplace equality. The research compiles a list of companies, regardless of nationality but with offices in India, featuring at least one audio-visual LGBTQ marketing campaign that is broadcast on TV or the internet. The study consults workplace equality index reports, the company's website, or its available job descriptions to determine the extent to which these companies practice workplace equality. The research reveals that approximately half of the companies running LGBTQ advertisements do not actively promote workplace equality. Conversely, companies listed in workplace equality index reports do not incorporate LGBTQ advertisement campaigns. The findings demonstrate no discernible correlation between a company's advertising campaign and its workplace equality policy.

Keywords: marketing campaigns, LGBTQ community, workplace equality, corporate culture, pinkwashing, pink economy, workplace diversity

1. Introduction

On September 6, 2018, Section 377 of the sodomy law—a legacy from British colonisers that criminalised same-sex relations—was decriminalised in India. Ten days after this historic decision, an article titled "Here is how 'pink money' can boost India's economy after Section 377 got scrapped" posited that India may have been foregoing over \$26 billion annually by marginalising the LGBTQIA+ community. The article (Newsd, 2018) anticipated a significant economic boost for India's \$26 billion economy after the Supreme Court decriminalised homosexuality.

Since the 2010s, Indian brands have launched a growing number of advertising campaigns featuring LGBTQ people, and more so following the historic court verdict (Khuman 2024), to tap into this potential "\$26 billion." This trend mirrors the 1990s in the Western context when brands began targeting the LGBTQ segment to capture the pink economy (Vänskä, 2005) defined as the purchasing power of the LGBTQ community (Turner, 2020, p. 94). Numerous studies have confirmed the existence of the pink economy (Bengry, 2009, 2018; Power, 2009; Yeh, 2019), underscoring its significance that companies cannot afford to overlook. Companies often incorporate LGBTQ people in advertisement campaigns to attract this demographic, creating an impression of support for the community. However, Gudelunas (2011) highlights that while participants commonly identify advertising as a means of identifying gay-friendly companies, on-screen support does not necessarily translate off-screen. The projected image could be manufactured to declare support but be contrary to a company's actual stance, a phenomenon known as pinkwashing (Martel, 2018, p. 14).

Pinkwashing, also known as rainbow-washing, is described as an organisation "using the gay cause to confer on itself a gay-friendly image, regardless of what it actually does for gay people" (Martel, 2018, p. 14). The term also encompasses "companies showing support of the LGBT community as a means of distraction from other negative actions" (Silverman, 2020, p. 176) or "a brand's use of LGBTQ symbols to only signal their support through advertising, without engaging in further support of this community or their rights" (Champlin & Li, 2020, p. 3).

Ley explains that the term originated from greenwashing, where companies brand their products as environmentally friendly to divert attention from harmful practices that lead to the Earth's degradation. Initially tied to breast cancer

awareness, pinkwashing was defined as "the ways in which businesses seek to attract customers by presenting themselves as caring about women's health and wanting to improve it through breast cancer advocacy at a time of rising public concern about breast cancer" (Ley, 2009, p. 118). Activists oppose corporate pinkwashing, arguing that it benefits corporations more than the causes they ostensibly support, thereby enhancing their public image and profit margins. Over the years, the term has expanded to include LGBTQ causes. For example, JCPenney's advertisement for same-sex parents following the announcement of large-scale layoffs illustrates pinkwashing in the LGBTQ context (Dahl, 2014).

This research addresses the use of LGBTQ-inclusive marketing campaigns as intended distractions from a company's harmful practices. While ignoring the redundancy of pinkwashing, the study examines whether companies with LGBTQ marketing campaigns also have inclusive workplace policies, particularly in the context of the Indian advertising industry—a field scantily researched concerning LGBTQ marketing campaigns. Are brands that openly display support for gender and sexual minority people committed to hiring and nurturing LGBTQ talents in their workplaces? A list of brands with LGBTQ adverts is examined to determine whether they offer their employees inclusive workplaces. This adds a new dimension to the pinkwashing/ rainbow-washing phenomenon, where brands show explicit support through marketing campaigns but lack policies for their LGBTQ workforce.

This paper examines companies with and without LGBTQ audio-visual advertising campaigns, necessitating a clear understanding of audio-visual advertisements. Audio-visual advertising integrates auditory and visual elements (Horbačauskienė & Kasperavičienė, 2019, p. 177). It comprises outdoor advertisements, also known as out-of-home (OOH) advertising, and indoor advertisements, including digital platforms such as mobile phones and television. Sairaoka and Supariasa (2012) highlight that individuals retain 20% of auditory, 50% of visual, and 80% of information that is both heard and seen, thus underscoring the effectiveness of audio-visual advertisements. As the internet has advanced, digital content consumption has soared, providing advertisers with broader access to audiences beyond traditional television or cinema venues. This accessibility has led to a surge in video ads on digital platforms. Majidi (2024) notes that marketers are increasingly leveraging video as a promotional tool, which is evident in the continual rise in digital video consumption. In 2023, digital video ad spending reached nearly \$176.63 billion (Majidi, 2024), solidifying video advertisements as a significant medium for understanding advertisers, consumers, and broader societal and cultural trends.

This research presents two implications. For consumers, it suggests that LGBTQ advertising campaigns alone are insufficient to deem a company as LGBTQ-friendly. Consumers should conduct background checks on companies to avoid being deceived by their campaigns. For companies, it underscores that brand campaigns alone are inadequate if not accompanied by a commitment to creating a diverse and inclusive workplace.

2. Literature Review

Given the purchasing power held by the LGBTQ community, brands have recognised the significance of this demographic to the success of their businesses. As individuals increasingly publicly identify with their sexual and gender identities, the long-term cultural and commercial impact of this demographic cannot be ignored. Consequently, marketers must engage with these consumers now and on their own terms (Callender & Ferrell, 2018). Shahani's research in 2016, citing a World Bank estimate, revealed that India's GDP could suffer losses of up to \$32 billion due to homophobia and transphobia (2018, as cited in Basu, 2018). Following the decriminalisation of Section 377 in India, community members and companies alike have actively sought to attract LGBTQ consumers through marketing campaigns featuring sexual and gender minority people (2018, as cited in Basu, 2018).

One advantage of targeting this demographic is the loyalty of the LGBTQ community to businesses that openly support them, often choosing their products over those that do not (Montelongo, 2020). Witeck and Combs (2006) assert that 77% of the LGBTQ community prefers to purchase products from and stay loyal to brands that support corporate community relations and corporate social responsibility related to the LGBTQ community. Consequently, the collective buying power and loyalty of the LGBTQ community towards brands supporting their cause have led to a proliferation of LGBTQ campaigns in India and the West.

However, the question arises as to whether support is limited to advertising campaigns. This study is prompted by the fact that survey participants commonly indicated advertising as a means of discovering gay-friendly brands (Gudelunas, 2011). While research from a decade ago suggested advertising as a trust-building tool, in 2022, consumers have become more cautious due to instances where seemingly helpful businesses had ulterior motives, namely, to boost income or deflect brand criticism (Montelongo, 2020). Harpreet Kaur observes businesses engaging in dubious practices to tap into this niche market, prioritising economic expansion and profits over social impact (Kaur, 2016).

Jordan Blackburn suggests that LGBTQ individuals are more likely to be sceptical of brands' motivations for developing LGBTQ commercials and would prefer to see evidence of financial support for the LGBTQ community (Blackburn, 2019). Cause marketing, if not executed properly, may make customers question the extent to which brands are socially responsible or if they are merely using these strategies to boost sales (Cheah et al., 2020).

In addition to pinkwashing, a term gaining traction is queerbaiting, meaning "pledging an allegiance to issues of queer visibility without actually delivering on such an allegiance in any tangible way" (Brennan, 2019, p. 1). While queer people may be visible in advertisements, the paper questions whether the company's treatment encourages LGBTQ employees to be visible and authentic in their workplaces. If not, LGBTQ advertisements may be examples of queerbaiting.

Cheah et al. (2020) note that targeting LGBTQ demographics requires substantial planning and risk-taking and is challenging due to growing scepticism among consumers regarding brand intentions. Portraying LGBTQ individuals in advertisements significantly influences LGBTQ people's sentiments towards a company, demanding a responsible approach from brands (Berisha et al., 2015). Reagin emphasises the fiduciary responsibility of advertising not to perpetuate aspects of social life that might be oppressive (Reagin, 2007, p. 23).

While much research has focused on pinkwashing and corporate attempts to capture the pink economy by attracting LGBTQ consumers and allies, limited research analyses a company's marketing campaigns in relation to workplace equality, especially in the Indian context. This research aims to fill this gap.

3. Methodology

I identified 16 web resources and archives to compile all Indian LGBTQ advertising campaigns, as follows:

(1) exchange4media.com (2) medianews4u.com (3) mediasamosa.com (4) campaignsoftheworld.com (5) afaqs.com (6) adgully.com (7) brandinginasia.com (8) campaignindia.in (9) bestmediainfo.com (10) campaignbriefasia.com (11) theviralads.com (12) cluttercutters.in (13) mediainfoline.com (14) brandequity.economicstimes.indiatimes.com (15) mediabrief.com (16) lgbtqindiaresource.in. Including these 16 web resources ensures comprehensive coverage, leaving minimal campaigns overlooked and providing a sufficiently large population size for robust conclusions.

The selection criteria for adverts from these web resources are as follows:

1. The advertisement should have been released on Indian television or Internet media. This aligns with the research focus on advertisements appearing in India, as indicated by the research paper title.
2. It should be in an audio-visual format. This criterion is driven by the interest in large organisations with substantial marketing budgets, as smaller organisations do not typically engage in audio-visual advertising. Moreover, audio-visual ads provide unambiguous content concerning LGBTQ themes, whereas print ads may be more open to interpretation.
3. Advertisements should not portray LGBTQ people as jokes or for comic relief. Companies employing such marketing campaigns cannot be expected to foster an inclusive environment for LGBTQ employees.
4. The companies should be operational. LGBTQ marketing campaigns associated with brands that have shut down their businesses or merged with other companies are excluded from the final list.
5. Advertisements should be run by companies, not charitable organisations. This paper's scope is confined to the workplace environment of commercial companies in relation to their advertising campaigns rather than focusing on charitable organisations and their work environments.

The subsection below outlines the data type and the methodology employed to generate the data.

3.1 Companies with Advertising Campaigns, Grouped by the Company's Nationality

To assess the likelihood of various types of companies, i.e., Indian, foreign, or joint ventures featuring LGBTQ people in their marketing campaigns in India, companies with past advertising campaigns were categorised by nationality: (1) Indian (I), (2) Foreign (F), (3) Joint Ventures (JV).

3.2 Indian-based Indexed and Non-indexed Companies with Advertising Campaigns

To investigate whether companies with LGBTQ advertising campaigns also offer their employees workplace equality, companies with offices and/or factories in India are classified into indexed (providing an inclusive workspace) and non-indexed (not providing an inclusive workspace) categories. To determine whether a company is indexed, the company should meet one of the following criteria:

1. The company's name is mentioned in the India Workplace Equality Index Top Employers 2021 Report (Keshav Suri Foundation et al., 2020).
2. The company's website details its commitment to gender and sexual minority employees.
3. Job descriptions for available posts mention that they welcome all applicants irrespective of their gender identity or sexual orientation.

Companies failing to meet any of the above criteria are placed in the non-indexed category.

3.3 Indian-based Indexed Companies with or Without Advertising Campaigns

This aspect involves identifying the number of companies (Indian or foreign) featured in the India Workplace Equality Index Top Employers 2021 Report (Keshav Suri Foundation et al., 2020) with and without advertising campaigns. This analysis aims to determine whether companies providing workplace equality are inclined to showcase the same commitment through their brand campaigns.

4. Results

4.1 Companies with Advertising Campaigns, Grouped by the Company's Nationality

A total of 96 advertising campaigns by 68 companies served as the data resource for subsection 4.2 (Note 1). Three marketing ads by three companies and six marketing ads by four charitable organisations are excluded. The former used LGBTQ people for non-serious, humorous purposes, while the latter did not meet the criteria of being commercial companies. As illustrated in Table 1, out of the total 68 companies, 43 (65%) are Indian, 20 (30%) are foreign, and 3 (5%) are joint ventures between Indian and foreign companies.

Table 1. Number of companies with advertising campaigns grouped by nationality

Ad company nationality (N)	Indian (I)	Foreign (F)	Joint Ventures (JV)	Total (T)
In number (in %)	43 (65%)	20 (30%)	03 (05%)	66 (100%)

4.2 Indian-based Indexed and Non-indexed Companies with Advertising Campaigns

Table 2 reveals that 11 (17%) Indian, 16 (24%) foreign, and 1 (2%) joint venture are indexed, while non-indexed Indian companies numbered 32 (48%), foreign companies 4 (6%), and joint ventures 2 (3%). Hence, 28 (43%) companies with advertisements were indexed, whereas 38 (57%) companies with advertisements were not indexed.

Table 2. Number of Indian-based indexed and non-indexed companies with advertising campaigns

Ad company nationality (n)	Indian (I)	Foreign (F)	Joint Venture (JV)	Total (T)
Indexed	11 (17%)	16 (24%)	01 (2%)	28 (43%)
Non-Indexed	32 (48%)	4 (6%)	02 (3%)	38 (57%)
Total	43 (65%)	20 (30%)	03 (5%)	66 (100%)

4.3 Indian-based Indexed Companies with or without Advertising Campaigns

A total of 64 Indian-based companies featured in the India Workplace Equality Index Top Employers 2021 Report (Keshav Suri Foundation et al., 2020) serve as the data resources for this section (Note 2). According to Table 3, 10 (16%) Indian companies and 52 (81%) Indian-based foreign companies are indexed but do not engage in LGBTQ marketing campaigns. In contrast, only 1 (2%) Indian company and 1 (2%) Indian-based foreign company are indexed and undertake advertising campaigns.

Table 3. Number of Indian-based indexed companies with or without advertising campaigns

Ad company nationality (n)	Indian (I)	Foreign (F)	Total (T)
Without ads	10 (16%)	52 (81%)	62 (97%)
With ads	1 (02%)	1 (02%)	2 (03%)
Total	11 (17%)	53 (83%)	64 (100%)

5. Discussion

Until 2021, only 68 brands executed 96 digital and television advertising campaigns in India with LGBTQ content since the first positive brand campaign was reported in 2010. That is very low compared with the overall production of 50,000 television advertisements alone. Also, India's advertising market is valued at \$11 billion (Rekapalli, 2022). This implies that companies are still hesitant to openly align themselves with the LGBTQ cause in their brand marketing efforts. A recent incident in 2021 further exemplifies this reluctance, where an advert depicting a female same-sex couple celebrating Karvwa Chauth (Note 3) was withdrawn due to right-wing backlash. Dabur India Limited withdrew the advertisement after facing objections from Madhya Pradesh Home Minister Narottam Mishra, who threatened legal action if the campaign was not retracted (Timesofindia.com, 2021).

This episode sheds light on the challenges companies encounter in expressing support for the LGBTQ community, which potentially influences their decisions to engage in LGBTQ marketing campaigns. Moving forward, our focus shifts to the companies that publicly declare their support for the LGBTQ community. The key question that arises is, does this support extend beyond a marketing campaign to a commitment to hiring LGBTQ community members and providing them with a supportive work environment, or is it a case of pinkwashing, as discussed in the introduction?

While this study does not consider additional research on companies' internal policies and prior experience regarding LGBTQ people, it examines company websites, job postings, and the report by Stonewall Foundation (Keshav Suri Foundation et al., 2020) to determine if a company is committed to providing equal workplace opportunities to LGBTQ people.

First, regarding the role of a company's nationality in deciding whether to engage with LGBTQ marketing campaigns, it was found that more Indian companies tend to adopt LGBTQ marketing campaigns than foreign ones in the Indian market. This challenges the common belief that foreign companies, perceived as broad-minded, are more likely to express open support for LGBTQ causes. The fear of backlash or a lack of understanding of Indian cultural sensibilities may hinder foreign companies from featuring LGBTQ marketing ads. Alternatively, they may prioritise supporting workplace equity over engaging in media campaigns for equality.

To explore this further, I examined the companies featured in the Stonewall Indian report (Keshav Suri Foundation et al., 2022) to understand how many were Indian and how many were foreign but had offices and/or factories in India. The results indicate that, in terms of workplace equality, Indian-based foreign companies outperform Indian companies, possibly influenced by the repeal of Section 377. This shift has seen multinational companies (MNCs) transform from silent advocates to vocal supporters of LGBTQ rights. The findings open a debate on the significance of advertising campaigns versus inclusive workplace policies.

However, regardless of nationality, it is crucial to note that only 72 organisations registered for the 2021 India Workplace Equality Index (IWEI) (Keshav Suri Foundation et al., 2020) out of a total of 1.26 million registered active companies in India (Kanwal, 2022). Furthermore, based on this research's findings, among the companies running advertising campaigns, as indicated in Table 2, 57% displayed no discernible signs of commitment to their LGBTQ workforce. This suggests that company support for LGBTQ causes is often confined to the screen rather than practised in the workplace, giving rise to the term pinkwashing. This term can be broadened to encompass companies portraying themselves as LGBTQ-friendly through advertisements while neglecting to implement inclusive workplace policies, reflecting a noncommittal attitude.

Companies must address this discrepancy. Tuten (2006) proposes three criteria to determine a company's commitment to LGBTQ causes; the availability of domestic partner benefits, the use of gay imagery in media, and financial contributions to LGBTQ organisations. Based on the findings of this research, it is observed that only the second criterion is adhered to by companies with LGBTQ advertising campaigns, disregarding domestic partner benefits for their employees or, more broadly, failing to foster equal workplace environments. However, consumer satisfaction goes beyond mere visibility; there is growing interest in how sincere a business is in its overtures. A lack of commitment to LGBTQ employees underscores the significance of anti-discrimination laws, such as those in the US, to prevent workplace discrimination, a protection that India currently lacks. Comparing India's Article 15(1) with the US' Bostock, Chaudhury and Nair (2020) highlight India's need for comprehensive legislation to address social discrimination and potentially compel foreign companies to adopt similar measures in their Indian-based offices.

6. Conclusion

A notably small number of companies ventured into LGBTQ advertisement campaigns in the 2010-2021 timeframe, and among these, approximately half demonstrated discernible support for workplace equality. This underscores the inadequacy of labelling a company as LGBTQ-friendly based solely on its brand campaigns. Furthermore, companies actively promoting workplace equality often did not express their commitment to the LGBTQ community through brand advertisements or campaigns. While positive LGBTQ images in advertising may suggest progress towards equal rights, the reality is a lack of discrimination-free workplaces. To quote Davies:

It is difficult to discern with conviction whether the increasing visibility of non-heterosexual people in commercial media in recent decades has afforded them greater access to "power" (in terms of freedom to participate equally in society and to self-determine. The question is perhaps double-edged. Changes in perception (or at least, depiction) are evident, but it is uncertain whether these are principally motivated by a widening social awareness among advertisers, or by market forces (Davies, 2010, p. 130).

It is, therefore, safe to assert that the motivation of companies to project an inclusive image in the media, enhancing sales and revenue, is the driving force behind increased LGBTQ representation in advertisements, which is detached from the grounded reality and the philosophies of advertising companies.

There are few companies with LGBTQ marketing campaigns and/or indexes. It is time for companies to step out of the

closet in India. For example, the India Workplace Equality Index's website, workplaceequalityindex.in, provides "anonymous participation" as an option for organisations registering for a workplace equality assessment (Keshav Suri Foundation et al., n.d.). The report (Keshav Suri Foundation et al., 2022) referenced in this research mentions two such anonymous organisations, suggesting that these entities are not willing to openly support workplace equality. In such circumstances, should we be content with mere advertising representation that provides the community with much-needed visibility and positivity for the sexual and gender minority community in India?

Examining the modest figure of 96 such ads appearing between 2010 and 2021, one may argue for acceptance of any representation the LGBTQ community receives in the media, regardless of the companies' actual workplace policies. Gudelunas shares a similar observation, noting that, when asked about their reaction to being courted by brands and companies, some respondents appreciated being addressed at all, even if these conversations were solely about selling products (2011, p. 62).

Vicks' advertisement serves as a fitting example in an Indian context, as its release triggered widespread debates across the country regarding the rights of transgender individuals to become parents, irrespective of their gender (Suri, 2017). Despite the impact of such campaigns, it remains crucial for companies to embody the principles advocated in their marketing campaigns, ensuring their actions align with their professed commitments.

7. Limitations and Future Scope

The research has two primary limitations. First, it focuses solely on audio-visual advertising campaigns, excluding printed advertisements from its primary data. This narrows the scope of the study to a specific advertising subset. Second, there is a potential limitation in relying on a company's public representation of its workplace policies. While this study examines company websites, job postings, and participation in workplace equality indexes, it may fail to capture comprehensive information. Also, some companies may have inclusive policies but choose not to publicise them through these channels.

Last, the study is confined to India, and its findings may not be universally applicable. It would be beneficial to include other countries in future research. This expansion could explore the percentage of companies in different nations that provide workplace equality, engage in advertising campaigns, do both, or do neither. Such a comparative analysis could reveal insights into the relationship between marketing campaigns and companies' workplace policies internationally.

Acknowledgements

Not applicable.

Authors contributions

The author confirms sole responsibility for the following: study conception and design, data collection, analysis and interpretation of results, and manuscript preparation.

Funding

No funding was received for conducting this study. The authors have no relevant financial or non-financial interests to disclose.

Competing interests

The author certifies that they have NO affiliations with or involvement in any organisation or entity with any financial interest (such as honoraria; educational grants; participation in speakers' bureaus; membership, employment, consultancies, stock ownership, or other equity interest; and expert testimony or patent-licensing arrangements), or non-financial interest (such as personal or professional relationships, affiliations, knowledge or beliefs) in the subject matter or materials discussed in this manuscript.

Informed consent

Obtained.

Ethics approval

The Publication Ethics Committee of the Redfame Publishing.

The journal's policies adhere to the Core Practices established by the Committee on Publication Ethics (COPE).

Provenance and peer review

Not commissioned; externally double-blind peer-reviewed.

Data availability statement

The data underlying the results presented in the study are available at <https://doi.org/10.17605/OSF.IO/AKZY7>.

Data sharing statement

No additional data are available.

Open access

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

References

- Basu, S. (2018, December 10). LGBTQ: India Inc looks at wider LGBTQ inclusion. *The Economic Times*. <https://economictimes.indiatimes.com/news/company/corporate-trends/india-inc-looks-at-wider-lgbtq-inclusion/articleshow/67031560.cms>
- Bengry, J. (2009). Courting the Pink Pound: Men Only and the Queer Consumer, 1935-39. *History Workshop Journal*, 68(1), 122-148. <https://doi.org/10.1093/hwj/dbp006>
- Bengry, J. (2018, July 6). The pink pound's hidden history. *The British Academy*. <https://www.thebritishacademy.ac.uk/blog/pink-pound-hidden-history/>
- Berisha, E., Sjögren, M., & Sölve, J. (2015). Pinkwashing or Pro-Diversity? *LBMG Strategic Brand Management - Masters Paper Series*. <http://lup.lub.lu.se/student-papers/record/8970968>
- Blackburn, J. (2019). *Reflecting a Queer Reality: Understanding Bisexual and Transgender Responses to Mainstream LGBT Advertisements* [University of Oregon]. https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/24997/Final_Thesis-Blackburn.pdf
- Brennan, J. (2019). Introduction: A History of Queerbaiting. In J. Brennan (Ed.), *Queerbaiting and Fandom: Teasing Fans through Homoerotic Possibilities* (pp. 1-22). University of Iowa Press; JSTOR. <http://www.jstor.org/stable/j.ctvrs8xtj.4>
- Callender, R., & Ferrell, C. (2018). *The \$1 Trillion Blind Spot Exploring the Future of Culture and Commerce with LGBTQ+*. <https://doi.org/10.13140/RG.2.2.18650.29122>
- Champlin, S., & Li, M. (2020). Communicating Support in Pride Collection Advertising: The Impact of Gender Expression and Contribution Amount. *International Journal of Strategic Communication*, 14(3), 160-178. <https://doi.org/10.1080/1553118X.2020.1750017>
- Chaudhury, R., & Nair, A. (2020, June 30). Because of 'Sex': The US and India on Workplace Discrimination Against LGBTQI Persons. *The Wire*. <https://thewire.in/law/india-us-supreme-courts-lgbtqi-workplace-discrimination>
- Cheah, I., Teah, M., Lee, S., & Davies, Z. (2020). Straight eye for the queer ad: Attitudes, skepticism, inferences of manipulative intent and willingness to buy. *Asia Pacific Journal of Marketing and Logistics*, 33(5), 1220-1238. <https://doi.org/10.1108/APJML-03-2020-0124>
- Dahl, S. (2014, August 26). The rise of pride marketing and the curse of 'pink washing'. *The Conversation*. <http://theconversation.com/the-rise-of-pride-marketing-and-the-curse-of-pink-washing-30925>
- Davies, I. (2010). Commercial Closet Association: LGBT Identities in Mainstream Advertising. In Christopher Pullen & Margaret Cooper (Eds.), *LGBT Identity and Online New Media* (pp. 125-136). Routledge.
- Gudelunas, D. (2011). Consumer myths and the gay men and women who believe them: A qualitative look at movements and markets. *Psychology & Marketing*, 28(1), 53-68. <https://doi.org/10.1002/mar.20380>
- Horbačauskienė, J., & Kasperavičienė, R. (2019). Figures of Speech in the Translation of Audiovisual Advertisements. In L. C. M. Manuela Epure (Ed.), *The Role of Language and Symbols in Promotional Strategies and Marketing Schemes* (pp. 162-177). IGI Global.
- Kanwal, S. (2022, March 16). *Number of registered active companies in India by type 2022*. Statista. <https://www.statista.com/statistics/1008330/india-number-of-registered-active-companies-by-type/>
- Kaur, H. (2016). *The determinants of consumer responses in the LGBT community: An exploratory study of LGBT marketing in the context of New Zealand and USA advertisements* [University of Canterbury]. <http://dx.doi.org/10.26021/5571>
- Keshav Suri Foundation, Pride Circle, & Stonewall. (2020). *India Workplace Equality Index Top Employers 2020 Report* (p. 14). Keshav Suri Foundation, Pride Circle, Stonewall. <https://workplaceequalityindex.in/wp-content/uploads/2020/12/IWEI-2020-Report.pdf>
- Keshav Suri Foundation, Pride Circle, & Stonewall. (2022). *India Workplace Equality Index Top Employers 2021 Report* (p. 16). Keshav Suri Foundation, Pride Circle, Stonewall. <https://workplaceequalityindex.in/wp-content/uploads/2022/03/IWEI-2021-Report.pdf>

content/uploads/2021/11/Top_IWEI_2021-Report.pdf

- Keshav Suri Foundation, Pride Circle, & Stonewall. (n.d.). *Company Registration*. India Workplace Equality Index. Retrieved 2 March 2022, from <https://survey.workplaceequalityindex.in/company-registration/>
- Khuman, B. J. (2024). LGBTQ+ identities in the Indian audiovisual advertisements: A content analysis. *PloS One*, *19*(1), e0294071.
- Ley, B. (2009). *From Pink to Green: Disease Prevention and the Environmental Breast Cancer Movement*. Rutgers University Press. <https://muse.jhu.edu/book/14275>
- Majidi, M. (2024, March 20). *Video advertising and marketing worldwide*. Statista. <https://www.statista.com/topics/5960/digital-video-advertising/>
- Martel, F. (2018). *Global gay: How gay culture is changing the world*. MIT Press.
- Melton, J. G. (Ed.). (2011). *Religious Celebrations: An Encyclopedia of Holidays, Festivals, Solemn Observances, and Spiritual Commemorations* (Vol. 1). ABC-CLIO.
- Montelongo, A. R. (2020). *An investigation of how inclusive campaigns influence LGBTQI + consumer behaviour. Determine the factors why marketers do not engage with Queer consumers* [Masters, Dublin, National College of Ireland]. <http://norma.ncirl.ie/4708/>
- Newsd. (2018, September 15). Here's how 'Pink Money' can boost India's economy after Section 377 got scrapped. *Newsd*. <https://newsd.in/heres-how-pink-money-can-boost-indias-economy-after-section-377-got-scrapped/>
- Power, D. (2009). The Pink Pound. *The Irish Times*. <https://repository.wit.ie/1203/>
- Reagin, D. R. (2007). *Selling a gay identity: Representations of gender, race, class, and sexuality in The advocate newsmagazine* [University of Georgia]. <https://esploro.libs.uga.edu/esploro/outputs/9949333986402959>
- Rekapalli, N. (2022, June 20). *A Complete Guide to TV Commercial (TVC) or Ad Film Production Process in India*. Buffalo Soldiers. <https://buffalosoldiersdigital.com/tv-commercial-and-ad-film-production-guide/>
- Silverman, R. E. (2020). Tikkun Olam from a Queer Jewess Perspective. In R. M. Boylorn & M. P. Orbe (Eds.), *Critical Autoethnography: Intersecting Cultural Identities in Everyday Life* (2nd ed., pp. 175-187). Routledge. <https://doi.org/10.4324/9780429330544>
- Suiraoaka, I. P., & Supariasa, I. D. N. (2012). Media pendidikan kesehatan [Health education media]. *Yogyakarta, Indonesia: Graha Ilmu*.
- Suri, M. (2017, April 20). Indian ad with transgender mom stirs debate-And tears. *CNN*. <https://www.cnn.com/2017/04/19/health/transgender-india-mom-vicks-advert/index.html>
- Timesofindia.com. (2021, October 26). Dabur's Karwa Chauth ad row: Company takes down ad with lesbian couple after MP minister's warning. *The Times of India*. <https://timesofindia.indiatimes.com/business/india-business/dabur-karwa-chauth-ad-row-company-takes-down-ad-with-lesbian-couple-after-mp-ministers-warning/articleshow/87274601.cms>
- Turner, G. (2020). Women's Periodicals and Print Culture in Britain, 1940s-2000s: The Postwar and Contemporary Period. In L. Forster & J. Hollows (Eds.), *Producing a Lesbian Magazine at the Turn of the Twenty-First Century* (pp. 83-95). Edinburgh University Press.
- Tuten, T. L. (2006). Exploring the Importance of Gay-friendliness and its Socialization Influences. *Journal of Marketing Communications*, *12*(2), 79-94. <https://doi.org/10.1080/13527260500422263>
- Vänskä, A. (2005). Why are there no lesbian advertisements? *Feminist Theory*, *6*(1), 67-85. <https://doi.org/10.1177/1464700105046976>
- Venugopalan, A. (2019, June 26). Indian MNCs openly allying with the LGBT cause. *The Economic Times*. https://economictimes.indiatimes.com/news/company/corporate-trends/indian-mncs-openly-allying-with-the-lgbt-cause/articleshow/69951140.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst
- Witeck, R., & Combs, W. (2006). *Business Inside Out: Capturing Millions of Brand Loyal Gay Consumers*. Kaplan Business.
- Yeh, L. (2019). *Pink Capitalism: Perspectives and Implications for Cultural Management* (p. 25). University of Barcelona. <https://www.semanticscholar.org/paper/Pink-Capitalism-%3A-Perspectives-and-Implications-for-Yeh-Ye/d85bcf45878cb059b28bcd26edcd30b784739b32>