



PRIDE
ASTROGLIDE®

2022 Hatch Awards





Executive Summary

While the pandemic made life difficult for nearly everyone, the LGBTQIA+ community who disproportionately faces mental, financial, and emotional hardship has been particularly impacted.

With social isolation exacerbated by another year of canceled Pride celebrations, everyone was missing one thing most in 2021: **COMMUNITY**.

The LGBTQIA+ community has been an important part of the ASTROGLIDE family since its founding. We wanted to honor the fun, celebratory spirit of Pride by giving back to the community that has given the brand so much.

ASTROGLIDE traditionally participates in local Pride celebrations centered around its headquarters in San Diego – but 2021 needed to be different. An integrated campaign spanning media relations, influencer activations, social media contests, and paid media, anchored by a philanthropic initiative and custom creative that embodies representation within the LGBTQIA+ community was our answer.

Earned media, increased conversions, and improved CTRs aside — ASTROGLIDE solidified itself as an ally with the LGBTQIA+ community by supporting community centers and social venues around the country, each of which has always been crucial for providing support, community and often chosen family for those who visit them.





Overview

The LGBTQIA+ community has been an important part of ASTROGLIDE since the leading personal lubricant brand's inception.

ASTROGLIDE has been an ardent supporter and an official partner of Pride events near its headquarters in San Diego County since its founding. With 2021 marking a second year of continued social isolation and canceled in-person Pride celebrations, it was time to give back to LGBTQIA+ community that has given the brand so much.

We wanted to reinvigorate our approach to Pride to deepen our allyship with the LGBTQIA+ community. The pandemic made life difficult for everyone, especially LGBTQIA+ people who disproportionately face mental, financial, and emotional hardship. LGBTQIA+ owned businesses were particularly hit by the pandemic as community centers and venues across the country faced shutdowns.





ASTROGLIDE wanted to be a true ally to the LGBTQIA+ community,

going beyond the rainbow flag that many brands throw on their logo.

Rainbow Washing Is A Thing, Here's Why It Needs To Stop

By Daya Czepanski
4th Feb 2022



We were inspired to make a real impact, and to spread kindness and empathy at a time of such uncertainty and isolation — all-the-while increasing ASTROGLIDE sampling, of course.

An authentic integrated creative campaign grounded in charitable giving would be critical to making our PR, Social, Content, and Paid efforts a success, so we:

- Collaborated with members of the LGBTQIA+ community
- Developed an ownable look and feel unique to the brand
- Partnered with outlets and influencers that had established credibility and reach with the audience

Strategy

To bring the community to life and reflects the vibrant energy of both Pride and the ASTROGLIDE brand, a creative collaboration with LGBTQIA+ illustrator, Yan Moryachok, was leveraged.

Moryachok captured the diversity and intimacy that could only be depicted by an artist whose work informs their own identity.



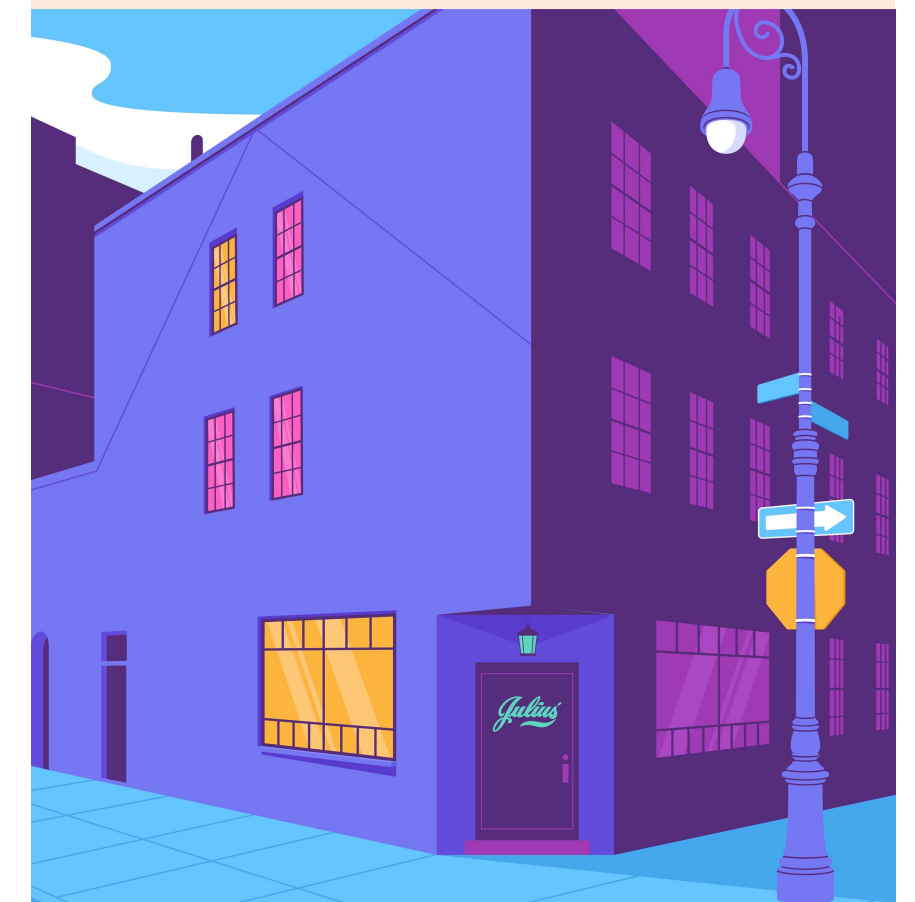
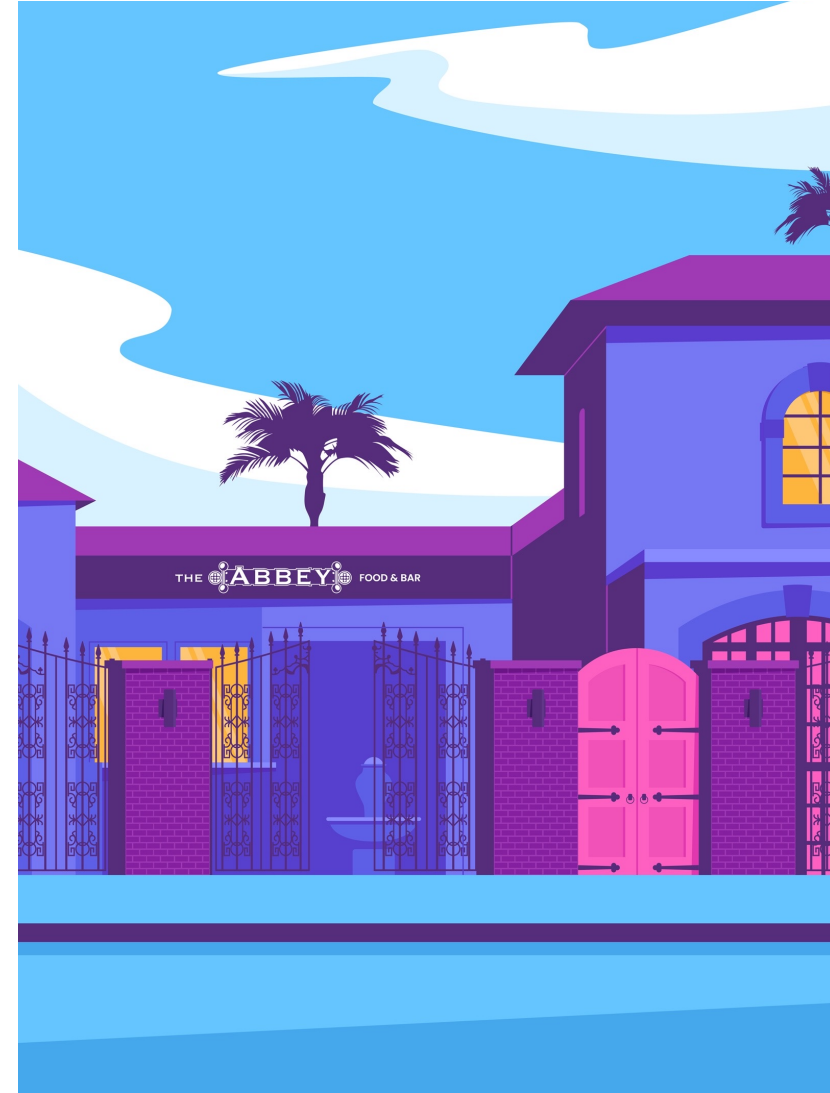
This became the center of our messaging:

love, in all shapes and sizes, is something to be proud of.

Strategy

Our activations were coupled with a give-back initiative to inclusive institutions that bring the community together.

Along with financial and product donations, ASTROGLIDE promoted awareness on social to support seven LGBTQIA+ centers and social venues around the country, each crucial for providing support and community for those who visit them.

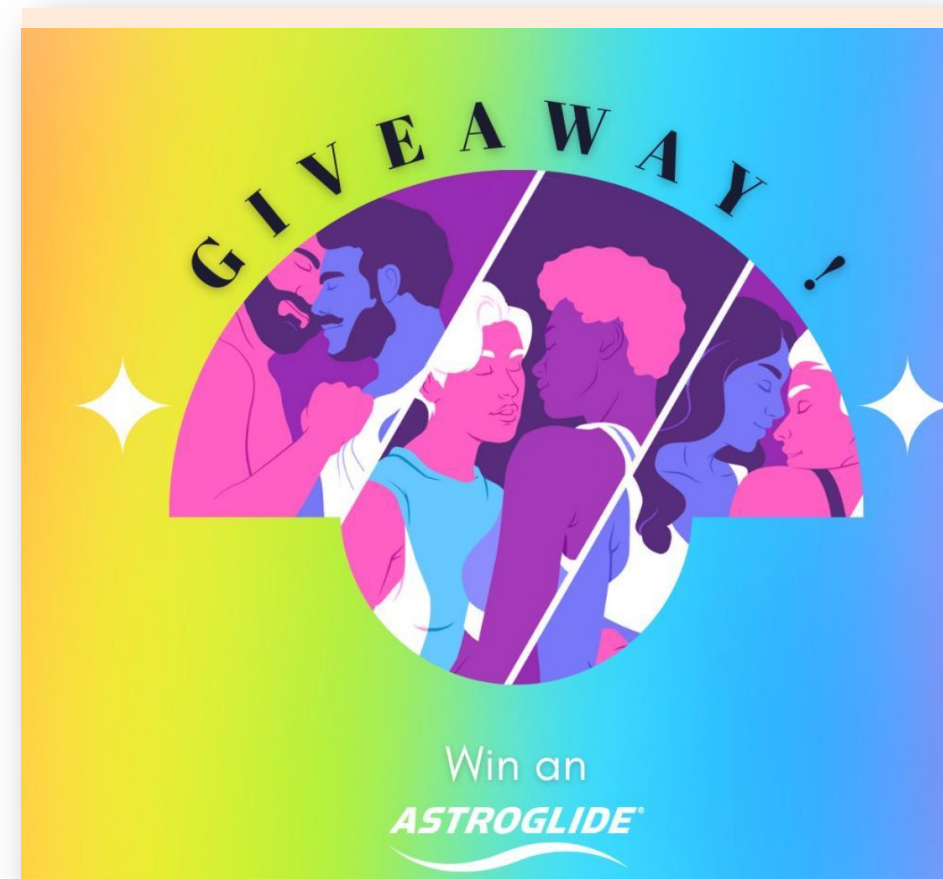
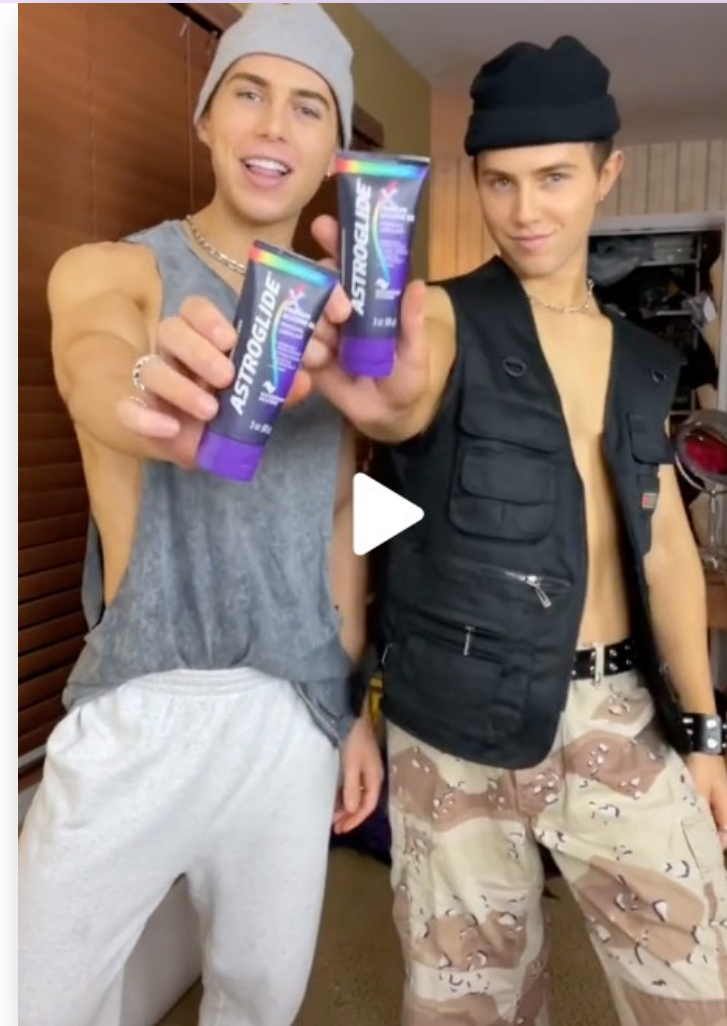


We strengthened our existing partnership with Grindr, the world's largest LGBTQIA+ dating app, with a content-driven, full-funnel media program including increased inbox ads, interstitial display, and a feature on Grindr's top-performing YouTube series, "Old Gays Try."

Paid efforts included partner curated content, as well as targeted media utilizing custom audience journeys to drive funnel velocity. As part of our aggressive sampling campaign, we targeted key influencers within the LGBTQIA+ community, including Tyler Oakley, the Coyle Twins, and Dr. Charles Puza, to promote our Pride activities throughout the month.

Outcome

ASTROGLIDE strengthened its connection with LGBTQIA+ community while driving awareness, increasing conversions, and improving CTRs.



We saw a strong increase in organic site traffic thanks to targeted media coverage and influencer activations, and through digital partnerships and media optimizations. These earned media gains plus a 38% MoM increase in paid media CTR contributed to a record-breaking 900% MoM increase in Sample Form Submissions. ASTROGLIDE retailer ads showed the 2nd highest ROAS and 3rd highest total sales volume within the last nine months of the campaign.

On the PR front, our community-oriented efforts made a significant impact in regional outlets, garnering 130 million impressions. Influencer support through LGBTQIA+ advocates and targeted pitching rounded out our efforts and achieved broader nationwide visibility, which also drove sample giveaways across organic social.

Outcome

Our give-back initiative donated over \$72,000 to LGBTQIA+ inclusive organizations across the country, driving over 28k product samples at the same time. Our partnership with Grindr was particularly impactful through the well-received “Old Gays Try” video and drove 13,000 samples. Both initiatives contributed to beating our yearly sample goal by 200%.

- New York
 - NYC’s LGBT Community Center
 - Julius’
- Boston
 - BAGLY (Boston Alliance of LGBTQ+ Youth)
 - Club Café
- Los Angeles
 - Los Angeles LGBT Center
 - The Abbey
- Oceanside + San Diego Pride

