

Nothing Says Love Like “I Do”

The words “I do” are synonymous with an affirmation of love, specifically when someone is getting married to another person. Zales plays a big role in these big moments. But what if we asked a broader audience to say “I do” to affirm their love and commitment to all the different members of the LGBTQ community?

For Pride Month, we created a campaign targeted at people both inside and outside the LGBTQ community aimed at not just showing the wonderful diversity of the LGBTQ community, but showing how important it is to love and support our family, friends, and neighbors within it.

The Campaign was promoted on Zales digital and social channels and activated with paid media, influencers, and employee social channels to affirm their pride and encourage their friends and followers to do the same.

Additional campaign elements included:

- *Zales proudly donated \$50,000 to GLAAD to further support its culture-changing work accelerating acceptance for the LGBTQ community*
- *Vera Wang supported the campaign with a special Priden jewelry collection*

