



CAMPAIGN BACKGROUND

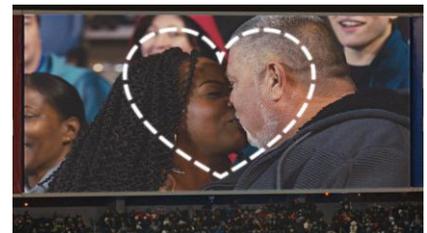
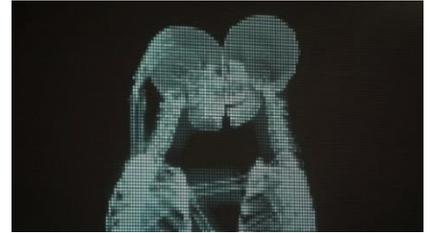
The Ad Council launched the *Love Has No Labels* campaign in March 2015. The goal of the campaign is to flood culture with diverse images of love in order to promote inclusion and erode implicit bias.

The campaign includes an award winning fully integrated PSA campaign by R/GA (including our viral, Emmy Award-winning [Skeletons video](#), viral Emmy-nominated [#WeAreAmerica film](#) featuring John Cena, and latest Emmy-nominated [Fans of Love film](#)), a yearlong social media program, media partnerships, activations at events (i.e. Pride, corporate Diversity & Inclusion events), [website](#) with tools and resources to challenge bias, and ongoing evaluation including a continuous tracking study.

In November 2018, the campaign will launch *Rising*, a powerful short film, that challenges Americans to consider “Why does it take a disaster to bring us together?” It was directed by David Nutter (best known for his work on Game of Thrones) with the screenplay written by Lena Waithe. The film captures the poignant story of a diverse neighborhood coming together in a flood, rising above their differences to support each other in a time of need.

Key NGO partners - including Anti-Defamation League, Southern Poverty Law Center and Human Rights Campaign - provide issue expertise and develop content for our website, in-school curriculum, and more.

Our funding partners - including The Coca-Cola Company, PepsiCo, Budweiser, Bank of America, Wells Fargo, P&G, Johnson & Johnson, State Farm®, and Google - extend the campaign message through internal and external communications, including social media, employee activation, consumer events, industry conferences, and more.

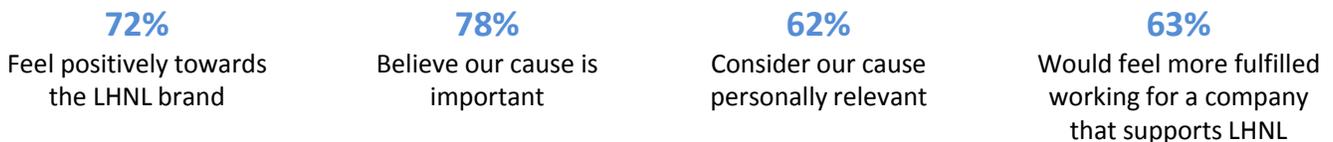


CAMPAIGN PERFORMANCE

With over \$88M million in donated media support and more than 350 million video views since launch in 2015, the campaign engages the public:



And, the public feels connected to our cause and brand:



CAMPAIGN IMPACT

Most importantly, a continuous tracking study shows statistically significant shifts in behaviors and attitudes towards bias since a pre-wave survey in February 2015. As of June 2018, more adults agree that:

- Biases can lead to discrimination (73% to 81%)
- There are things I can do to help create a more inclusive and accepting environment for others (61% to 72%)
- Supporting diversity & acceptance around race, gender, sexual orientation, religion & disability is very important (33% to 43%)