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CASE STUDIES

TAKE ME HIGHER

PARTNERSHIP WITH AT&T

TAKE ME HIGHER was built on a foundation of music, advocacy, and empowerment. It combined our expertise at amplifying queer voices with **AT&T**'s drive to celebrate and elevate the LGBTQ+ community. With our exciting partnership we were empowered to build this entirely new and original series; a talent showcase featured emerging artists hand-picked by VINCINT to open for him on The Getaway Tour.

By leveraging our audience of 10 million followers, we created an impactful and authentic series that created tangible change in the lives of our chosen artists. With this series, we outperformed our expectations and reached more LGBTQ+ people organically than any other queer media company in the world.



20,700,000
IMPRESSIONS

15,000,000
VIDEO VIEWS

350,000
ENGAGEMENTS

PLAYING FAIR

PARTNERSHIP WITH TONY'S CHOCOLONELY

PLAYING FAIR is a social-first invitation for queer couples everywhere to participate in a series of couple's games they can do at home. RAINBOW MEDIA created custom-built filters for two unique games that incorporate **TONY'S CHOCOLONELY** and Ben & Jerry's exciting new *Chocolatey Love A-Fair* collaboration.

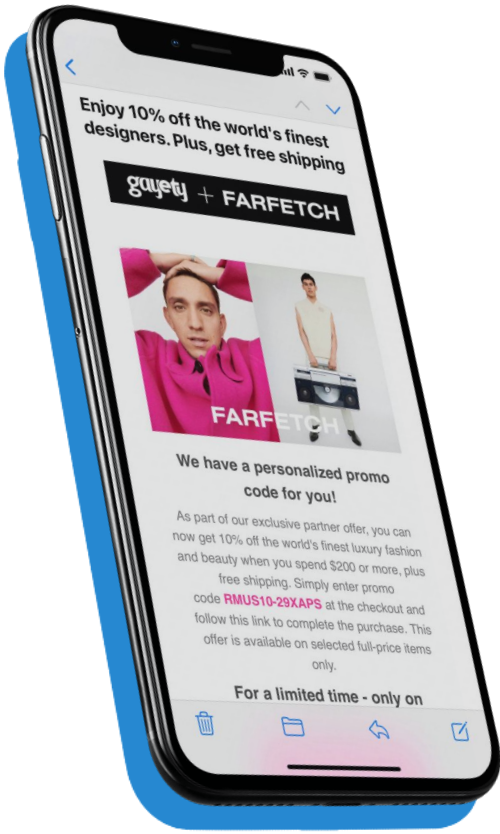
With our expertise in social virality and Tony's commitment to fairness, we celebrated the spirit of cooperation with queer people all over the world. RAINBOW MEDIA also [activated queer influencers](#) to kick off the trend and invited others to join the love affair for Valentine's Day.

1,430,000+
IMPRESSIONS

4%+
ENGAGEMENTS

100+
VIDEOS W/ FILTER





GAYETY + FARFETCH

PARTNERSHIP WITH FARFETCH

FARFETCH is a leading global platform in the luxury fashion industry. The company tasked us with creating an impactful [email campaign](#) that utilized dynamic coupon codes to track referrals and conversions. We segmented our 78,000 subscribers to present individualized offers over six weeks.

The campaign was a huge success; it garnered open rates of 35%+ and referred thousands of shoppers to the FARFETCH platform.

35%
AVG. OPEN RATE

1.6%
AVG CTR

100,000+
TOTAL OPENS

HEARTSTOPPER

PARTNERSHIP WITH NETFLIX

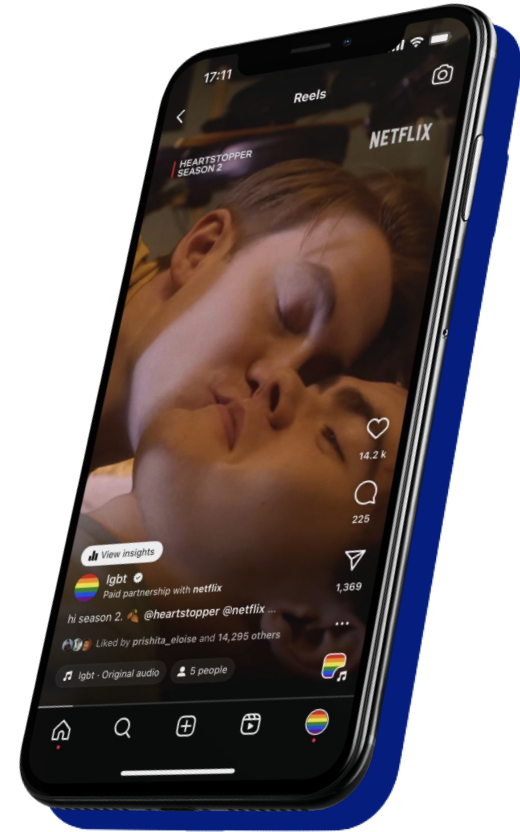
To mark the debut of **Netflix**'s latest season of "Heartstopper," we mobilized our expansive network by rolling out [a carefully curated suite of assets](#) tailored for the LGBTQ+ community. The intrinsic allure of "Heartstopper" for the LGBTQ+ audience rendered this campaign a resounding success, its resonance apparent in the impressive metrics we have gathered so far.

For the very first time, we also employed Threads, directly reaching out to our young LGBTQ+ demographic who are always at the pulse of the latest social trends.

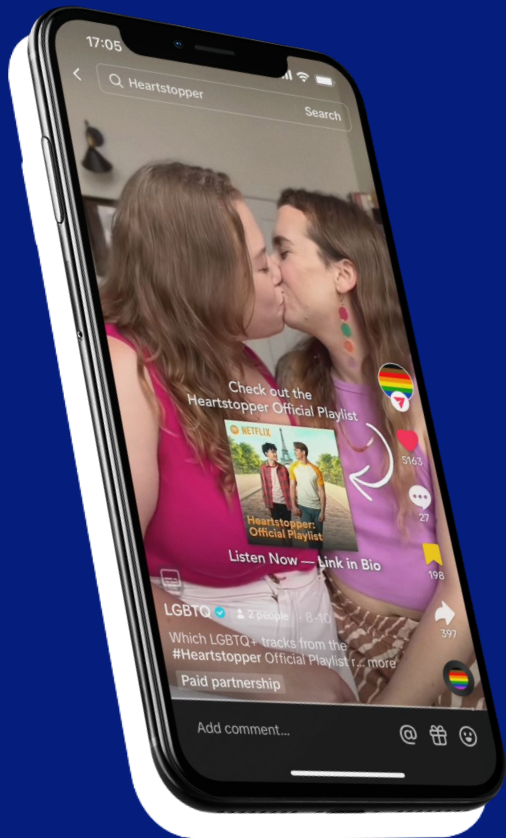
7,520,000+
IMPRESSIONS

6,100,000+
VIDEO VIEWS

300,000+
ENGAGEMENTS



This campaign is ongoing.



LGBTQ+ MIXTAPES

PARTNERSHIP WITH SPOTIFY

To celebrate the latest season of "Heartstopper," we partnered with **Spotify** to drive our community towards their official playlist, curated specifically in honor of the series. Our strategy was dual-pronged.

Firstly, we disseminated a curated list of [turnkey assets](#) across our network, perfectly capturing the vibe and essence of the "Heartstopper" series.

Then we launched [LGBTQ+ Mixtapes](#) — a bespoke series where three real-life LGBTQ+ couples delved into the official playlist, selecting three poignant songs and talked about their personal significance to their relationships. Through this series, we underscored an essential truth: authentic stories from real queer individuals hold unparalleled power in capturing interest and driving engagement.

3,781,000+
IMPRESSIONS

3,357,000+
VIDEO VIEWS

21,300+
LINK CLICKS



THE ART OF INTERSECTION

PARTNERSHIP WITH LEXUS

We partnered with **Lexus** to create [THE ART OF INTERSECTION](#). The series broke down barriers by uniting a diverse group of creative minds to discuss their craft and passions while demonstrating where authenticity fuels artistry.

Pastry chef and TV personality Zac Young, trans author and journalist Thomas Page McBee, and actor Caitlin Kinnunen were the focus of this series. With this three-part series, we held space for their stories, which all featured LGBTQ+ excellence.

4,700,000
IMPRESSIONS

1,250,000
VIDEO VIEWS

205,000
ENGAGEMENTS

LIVE AT LA PRIDE

PARTNERSHIP WITH AEG

In just one day, we captured the energy and spirit of [LA PRIDE 2023](#) with an impressive partnership between [AEG](#), LA Kings, and LA Galaxy. Our team documented the parade, interviewed AEG employees, and edited a short video highlighting what Pride means to their team, all in real-time.

The vibrant and authentic moments we captured reached over a million LGBTQ+ individuals on our platforms, which showcased the power of community and the importance of celebrating diversity.

1,560,000+
IMPRESSIONS

1,350,000+
VIDEO VIEWS

40,000+
ENGAGEMENTS





MEN OF WEST HOLLYWOOD

PARTNERSHIP WITH CRACKLE

Our partnership with **Crackle**, celebrated the launch of first-of-its-kind reality TV show, **MEN OF WEST HOLLYWOOD**. We designed the campaign to pique interest, create awareness, and drive audiences. We did this using a three-tiered approach.

RAINBOW MEDIA hand-selected clips from the show with viral potential. We then activated a network of influencers to create original content using these clips, sounds, and topics. The campaign featured many notable moments, including a clip from the show going viral on our TikTok. The show also inspired an authentic discussion about queer nightlife.

5,590,000
IMPRESSIONS

4,670,000
VIDEO VIEWS

454,000
ENGAGEMENTS