



Pride Month Pulse 2025

How Major Brands are Communicating

Pride Month presents a global opportunity for brands to showcase their DEI commitments. But how are the brands that rank highest for DEI media presence—according to our research—actually represented across mainstream and social media? We analyzed the major brands in our Brand Influence Rank during the first two weeks of Pride Month to find out.

The Context

Number of Social mentions (posts, comments, etc.) and media mentions (Online news, TV, Radio and Print) associated with the Pride Month. From 1 May to 20 June. In English, Spanish, Portuguese, Italian and German

Social Media

Number of mentions

Reach [*]

People talking about it s

Pride month:
All mentions

7.8 M

141.3 M

4.6 M

Pride month: **About brands and sponsors**

23600

34.9 M

15.8 K

Media

Number of mentions

Reach [*]

Sentiment

Pride month:
All mentions

104 050

118.9 B

65%

Pride month: **About brands and sponsors**

6946

9.26 B

53%

Via Onclusive Historical Search, Onclusive Social and Onclusive 360 . M=million B=Billion . Reach= number of people potentially reached by messages and articles

2025 vs 2024

● Social media mentions

● Reach

7.9M

6.50 M

141.5 M

165.3 M



2025



2024



Main Narratives in Media about Pride Month and Brands

Scrutiny

Sponsorships Decline

Sponsor events in other countries

Internal only

Scaling back

Trump

Community roots

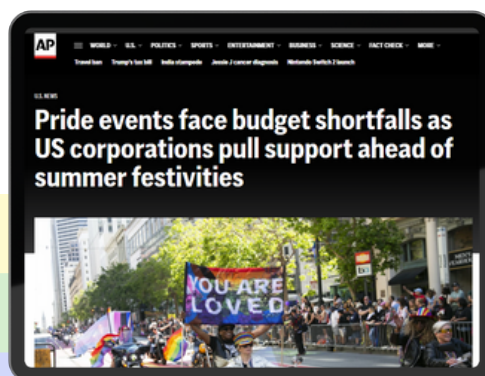
LA Pride

"Bud Light" effect

- Corporations face **scrutiny** over Pride Month support, with some accused of rainbow capitalism for performative allyship without genuine commitment to the communities
- 39% of corporations are **scaling back** their LGBTQ Pride engagement in 2025, 60% of companies cite the Trump administration as the primary reason for this*. Also the Fear of boycotts - the **"Bud Light" effect** continues to influence decision.
- Pride Month 2025 sees a **decline in corporate sponsorships**, influenced by political environments and backlash against DEI initiatives; some major brands are reducing or ending their support for Pride events across the **U.S.** For example, NYC Pride is facing an estimated \$750,000 deficit after 25% of corporate donors canceled or reduced their support. But some fare better, such as **LA Pride**: The event has relatively the same number of backers as in 2024.
- Companies are moving toward **"internal-only"** support*. Pride Month 2025 is characterized by a much more subdued approach from American companies, with fewer rainbow logos and visible campaigns.
- Some brands are communicating more discreetly via their local subsidiaries **outside the U.S.**
- Pride organizers are returning to community donations **roots** and crowdfunding.



Pride













Top 10 Brands by Engagement Score

DEI Score : Diveristy, Equity and Inclusion score from our Brand Influence Rank Report 2025.

Engagement Score: engagement on social media (social et corporate owned media), engagement about press/corporate articles and Pride parades sponsorship news. Data collected as of June 20. Brands from the Brand Influence Index 2025

		DEI Score	Engagement Score	Where
	Disney via Disneyland and Disney parks	6	198 159	Global
	Amazon and Prime Videos, Amazon MGM Studios	24	146 911	Global and Japan, Brazil.
	Google	28	57 746	Global
	Mercedes-Benz	42	41 539	Global and USA , Singapore, Canada, France Belgium, UK ,Italy, Brazil
	Apple	89	35 060	Global
	Tesco	78	32 327	UK
	Microsoft	44	20 043	Global and Canada, Latam, Europe
	HSBC	59	16 130	Global and UK, Mexico, India
	L'Oréal et via MakeUp	60	8 268	Global
	PwC	33	6 975	Global and Malta, Germany, Switzerland Philippines, Finland, Cyprus

The most engaging brands in the context of Pride month

Disney

Disney generates the most social media engagement around Pride Month, but only through its parks entities (about merchandise and Pride night) and select park executives—remarkably discreet communication for such a massive company. This aligns with Disney's February 2025 decision to scale back DEI initiatives and refocus on its core entertainment business, according to an internal memo.

Amazon

Amazon is heavily engaged in Japan through its 'Unbox our PRIDE with Amazon's Glamazon' campaign, supported by Japanese actor and YouTuber Dai Nakai. Glamazon is Amazon's LGBTQ employee resource group. The company also promotes LGBT content through Amazon MGM Studios and Prime Video during Pride Month.



Report

How the Most Influential Brands Score on Shaping DEI & Sustainability Policy Perception

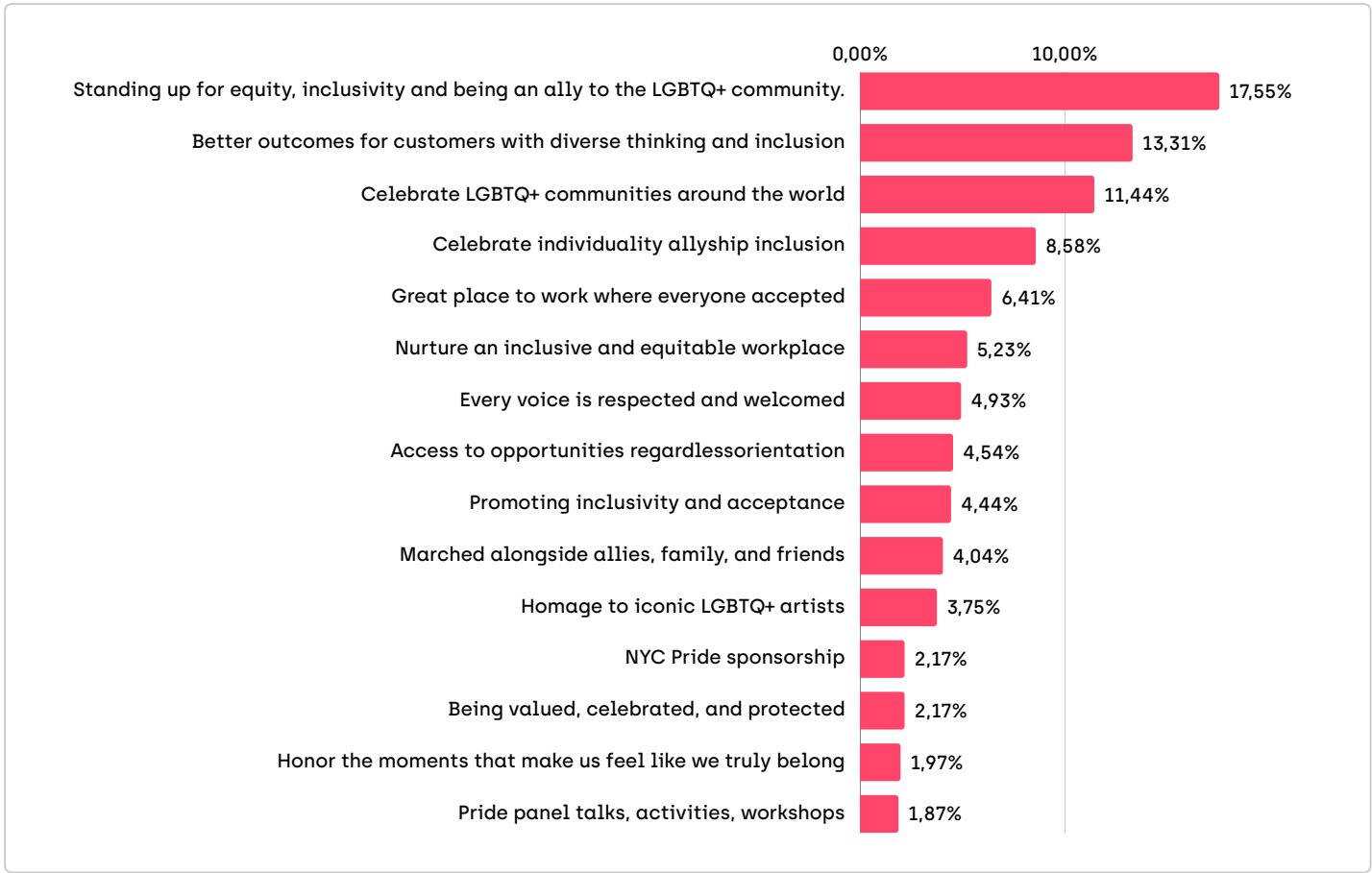
To find out more about brands' strategies and policies in terms of Diversity, Equity and Inclusion, discover our **Brand Influence Rank report**, the exclusive ranking of the most influential brands in the media and social media.

Download Report





Key Messaging Themes and Topics from Brands



Most popular topics discussed on social media and corporate assets by the brands about Pride Month

For Pride Month 2025, major brands have significantly reduced their communication compared to 2024:

- Minimal or no global communication, with many brands opting for **discretion** or silence.
- Unlike 2024, where dedicated Pride pages on corporate websites were common, such initiatives are **rare** in 2025.
- Social media activity has **decreased** sharply, with brands that previously posted extensively now limiting themselves to a single message or none at all.
- Communication about Pride marches is nearly absent, with any mentions typically coming from employees rather than official brand accounts, with a **few rare exceptions**.
- Brands have shifted from celebratory, pride-specific messaging to broader, **safer language** about diversity and inclusion that could apply to any marginalized group.
- Some brands focus on **internal initiatives**, such as panels, sports activities, workshops, or summits involving employees from multiple countries.





Brand Spotlights

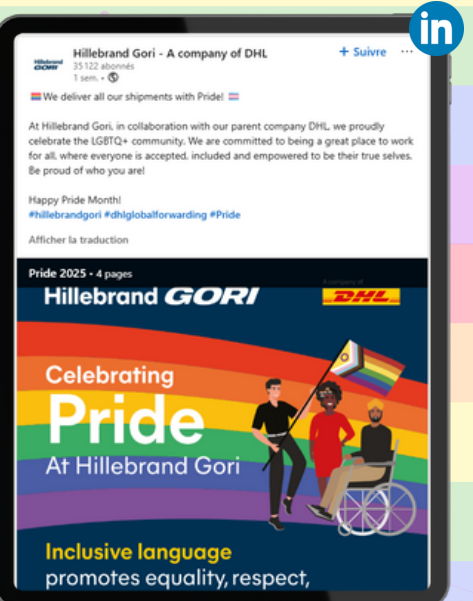
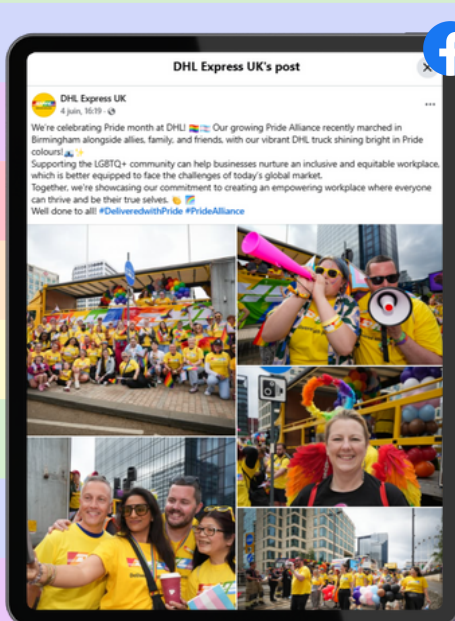
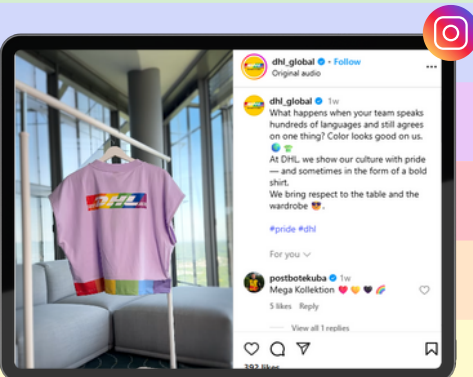
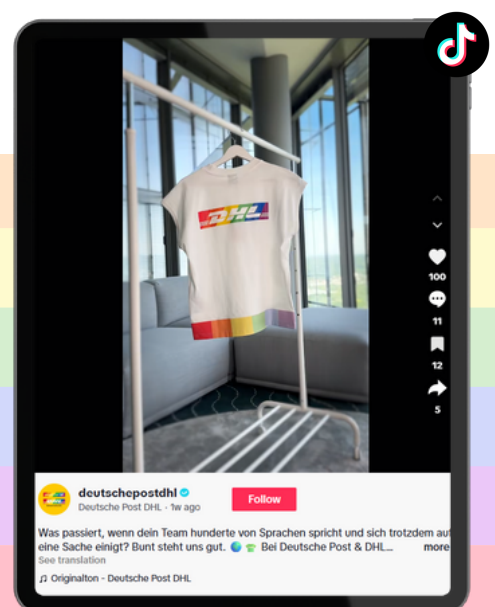
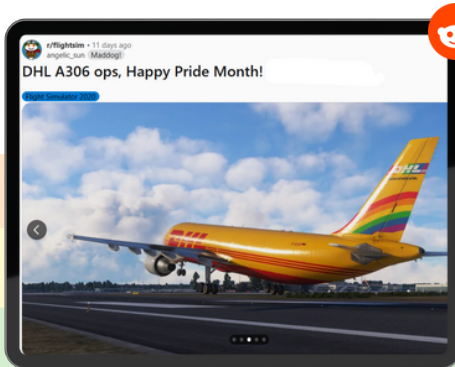
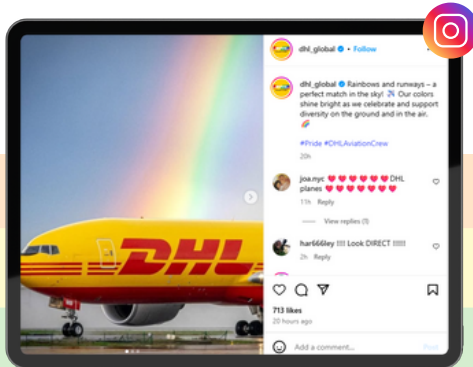
Brand communications that caught our eye



- A slogan 'Delivered with Pride', UGC on Reddit
- Multi-channel and multi-message social media communication
- Employee involvement
- Global communication and UK, India and Germany (HQ)



At DHL, we show our culture with pride



HAPPY PRIDE



Brand Spotlights



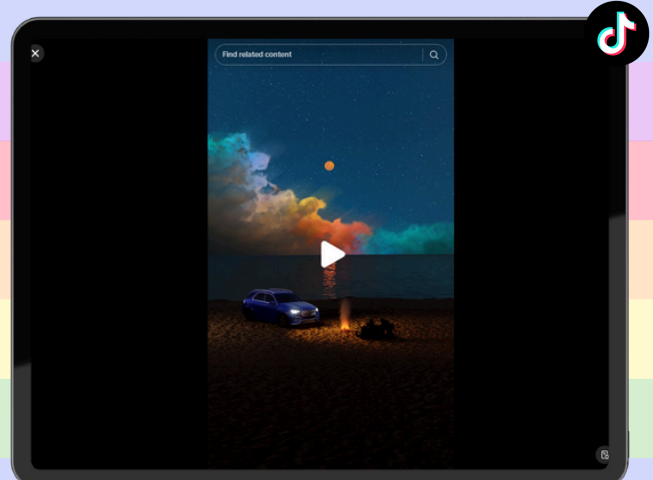
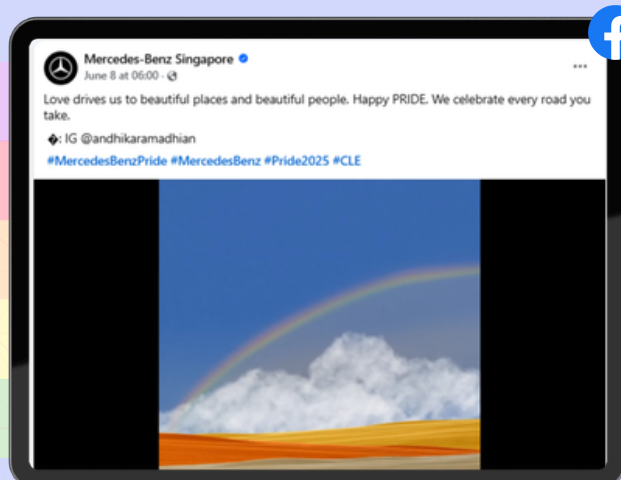
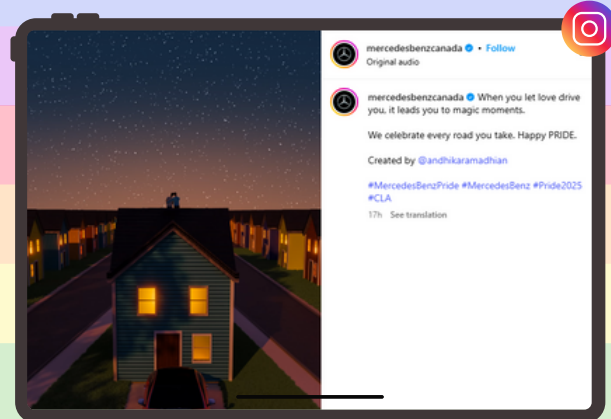
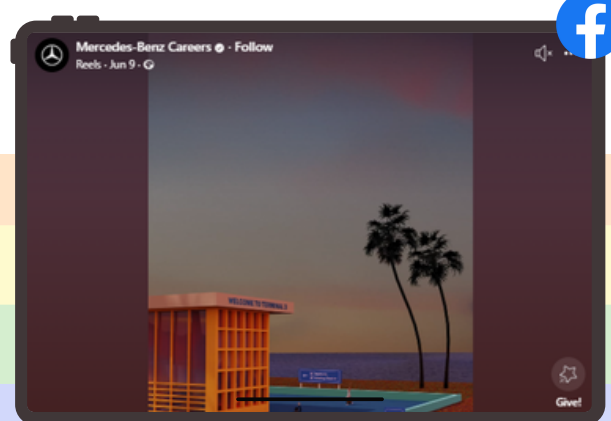
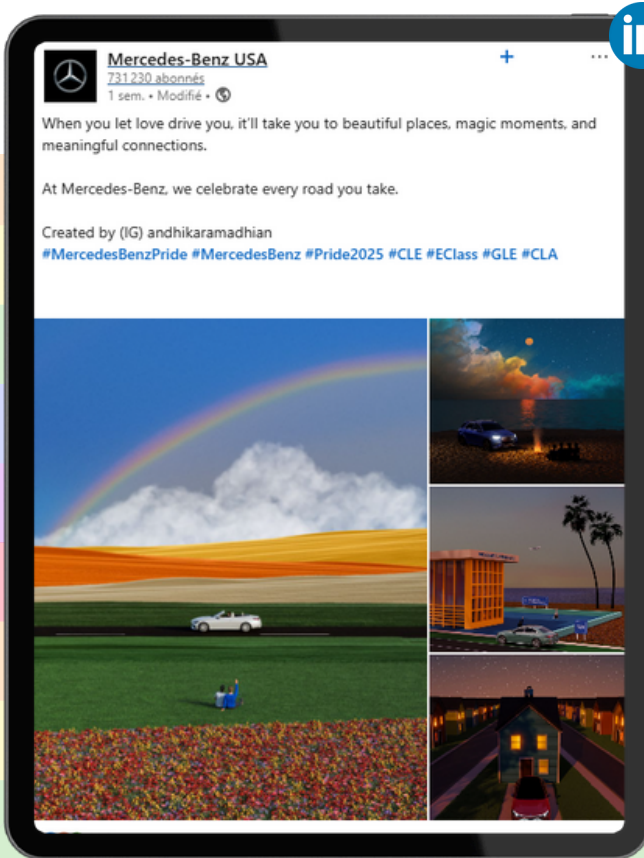
Mercedes-Benz

- Unlike other brands, Mercedes-Benz is communicating on its U.S. social accounts (LinkedIn, TikTok, and Instagram)
- 4 dedicated visuals by artist Andhika Ramadhian
- A multi-channel communicaiton (LinkedIn, Instagram, TikTok, Facebook) in many countries (U.S. Singapore, Canada, France, Belgium, UK, Italia, Brazil) and via its careers accounts.

“““

We celebrate every road you take.

Mercedes-Benz



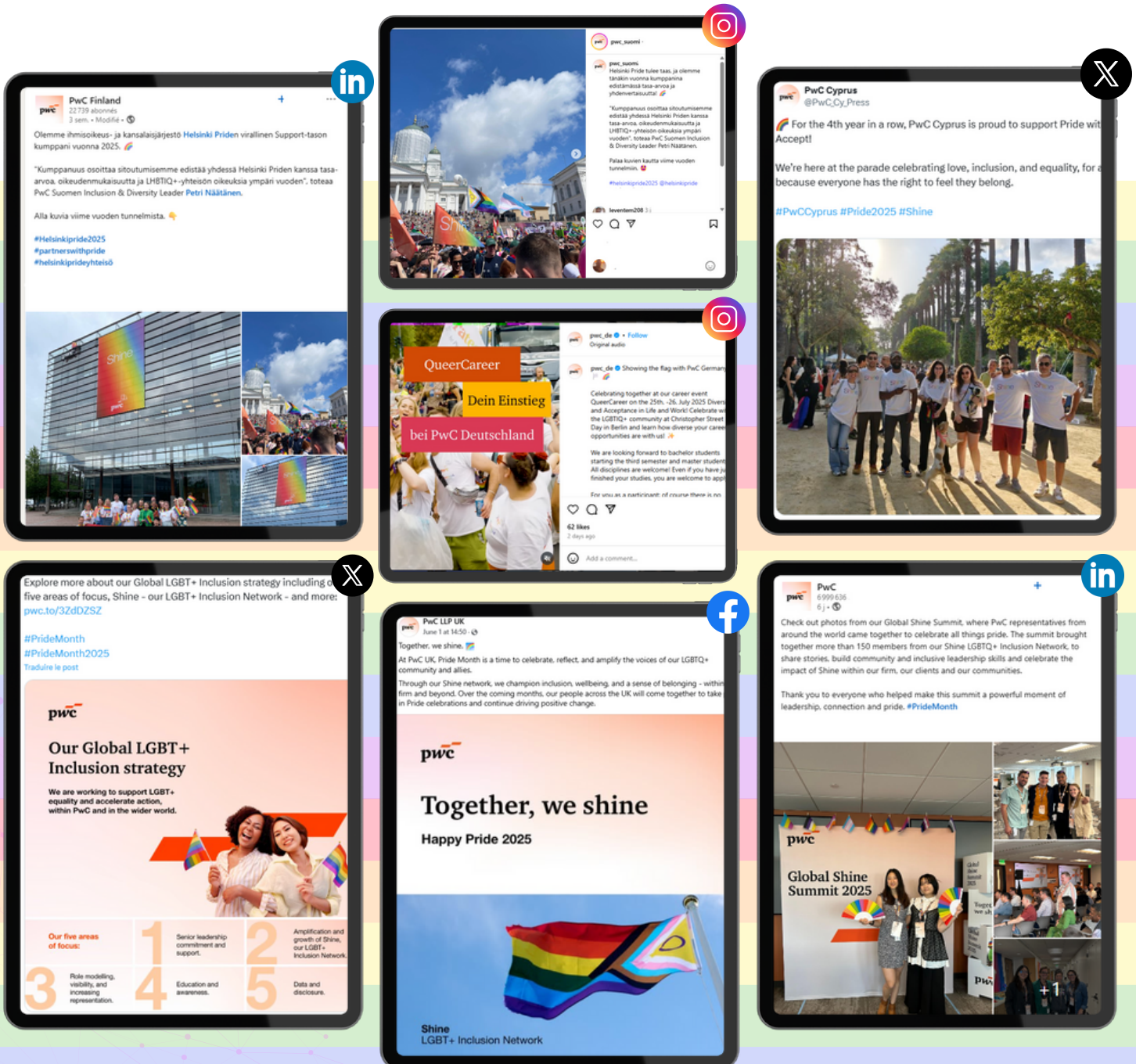
Brand Spotlights



- In addition to Pride month, communication on:
- PwC's LGBT+ inclusion network, Shine,
- the Global LGBT+ inclusion strategy
- the Global Shine Summit, where PwC representatives from around the world came together to celebrate all aspects of pride
- Communication on the partnership and participation in the Pride March in Helsinki, Cyprus and Berlin



Together, we shine





Brand Spotlights



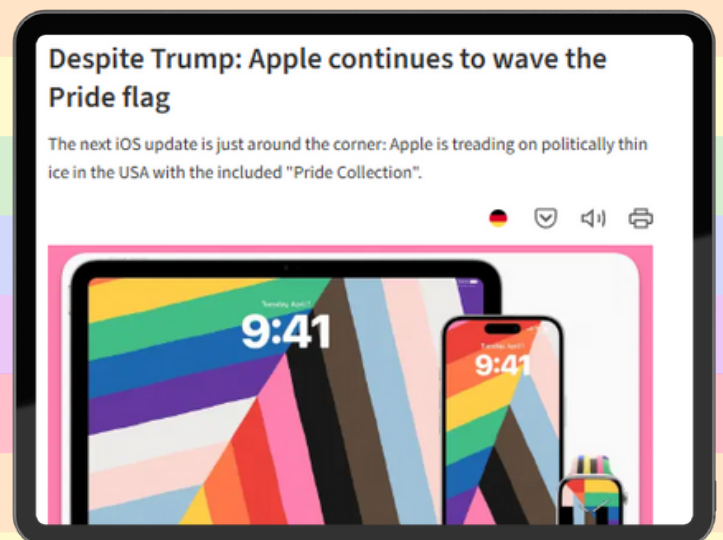
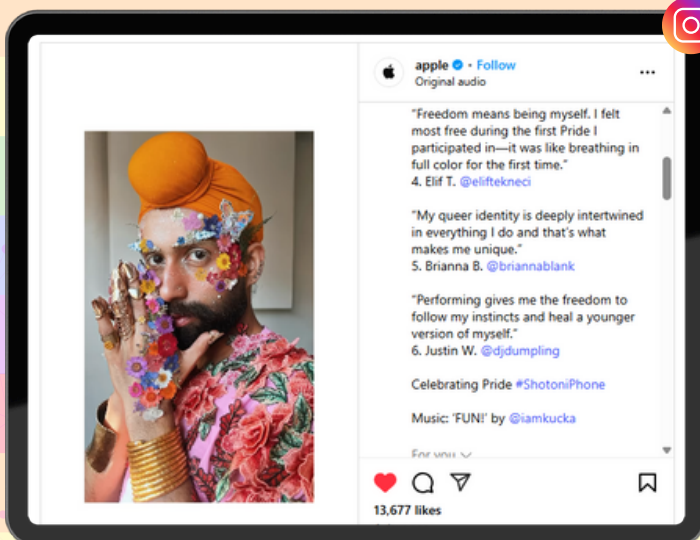
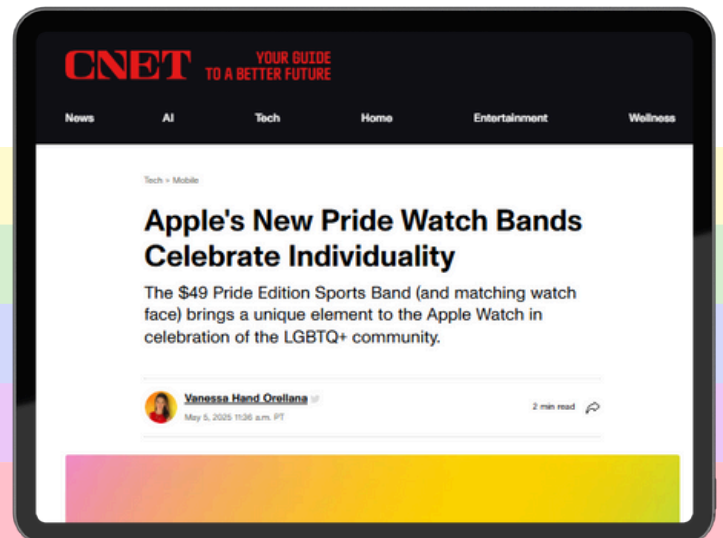
- The brand has to navigate a tense political environment.
- The first major brand to communicate on Pride Month via its collection, at the beginning of May.
- A discreet and (too?) sober communication that went viral and was covered by many media outlets

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Celebrating Pride #ShotoniPhone

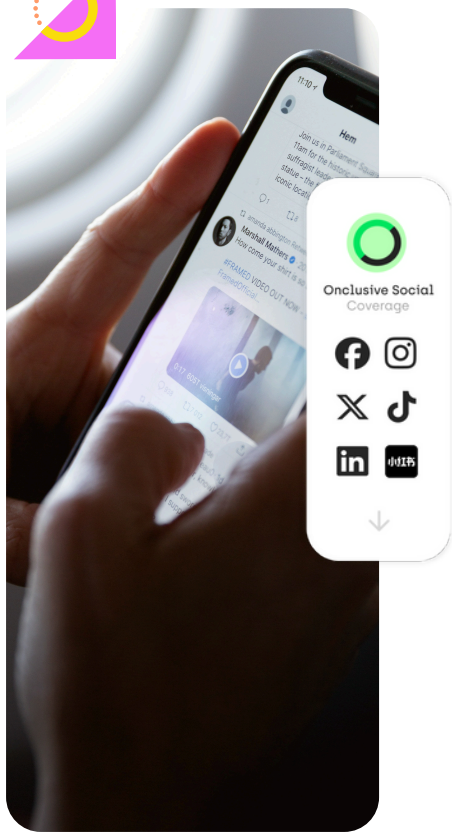


Apple News





Onclusive Social



Onclusive Social uses AI Sentinel to monitor social media activity in real-time, predicting and alerting you to sudden surges in mentions related to any topic. Be the first to know about new trends, crises, or buzz; empowering you to respond swiftly and effectively.

[Arrange a Demo](#)

Discover our social media and market expertise in detailed earned and owned media reports:

- In-depth analysis of consumer needs
- Brand share of voice
- Challenges for brands
- Interactions and engagement between audiences and social accounts
- Reputation drivers
- Customer and consumer insights
- Key opinion leader and influencer analysis
- Customer reviews on your products

[Arrange a Demo](#)

About Onclusive

Onclusive is a world leader in media intelligence technology and services, dedicated to supporting PR, Communications and Marketing professionals. We deliver leading-edge innovation, human expertise, and unmatched media reach in a suite of media management, monitoring and analysis solutions that support every stage of the communications cycle. Our unified platform and services enable our customers to make fast, accurate, data-driven decisions about their communications and marketing strategies, allowing them to prove and improve their value.

