

HBOMAX *Human* BY ORIENTATION

PRIDE 2022
WRAP REPORT
07.14.22



CAMPAIGN VISION + GOALS

*Human By Orientation's Pride 2022 vision was to empower all LGBTQ+ people to **THRIVE**, through artistic expression, community engagement, powerful conversations and more.*

GOALS:

- Drive awareness of HBO Max queer programming and on-platform Pride collection
- Amplify and celebrate HxO sponsored IRL celebrations with queer collectives
- Drive engagement around HBO Max titles on HxO owned channels

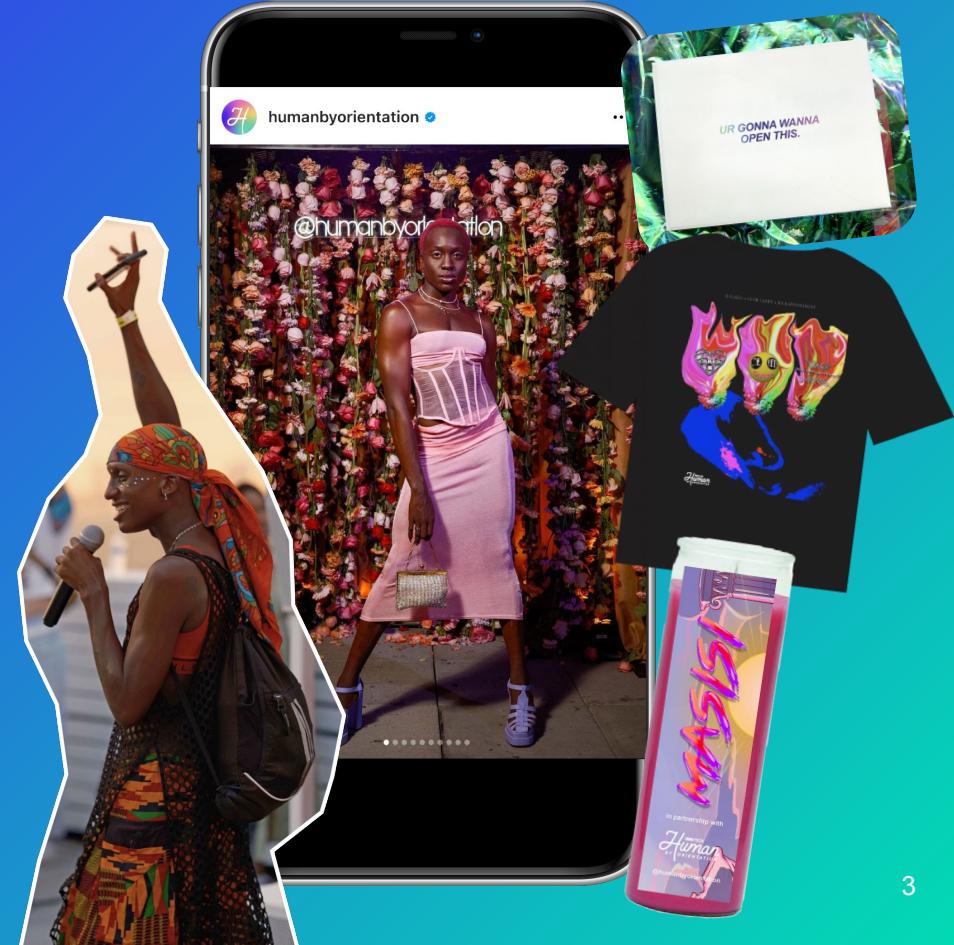


**THRIVE AS YOUR
PROUDEST,
QUEEREST SELF.**

COMMUNITY-FOCUSED MULTI-CHANNEL STRATEGY

WHAT WE DID:

1. Partnered with **queer collectives** all over the US to throw dynamic, inclusive and authentic parties for communities who need it most, and share those moments of joy with our social audiences
2. Created and distributed **THRIVE candle/sage/crystal kits** to 90 HxO friends, affiliates and influencers to drive impact and brand impressions
3. Designed and built memorable "**photo moments**" constructed from fresh roses and neon signage to evoke Euphoria and drive organic UGC
4. Identified and partnered with creators and influencers on **Instagram Takeovers** in each city to tell the whole story through fresh eyes
5. Partnered with 20 additional **queer influencers** to promote impressions for HBO Max titles to new strategic audiences





BIG WINS



30M

Total Impressions

**Metrics include organic
and paid ads*

30

Days of Content

3

Live Events

90

Kits

200

Community
Partners

BIG WINS



\$407.8K

Social Media Value

216.9K

Total Engagements

\$320K+

Invested back
into the queer
economy

5.45%

Follower Growth
(+1,664 *net* followers)



CAMPAIGN SENTIMENT

Our Pride content connected in a deep way this year, covering a wide breadth of tone and subject matter.

 **vegasbroad** Love this. So happy I found it. Its amazing how much was taken from ballroom by others. Appreciate everyone involved. You're the true innovators. Much love.

4w 2 likes Reply Send

I'd like to express what a pleasure it was to work with you on **HBO Max Human By Orientation x Massisi Pride Social Media Takeover Partnership with Jaé Joseph**.

I look forward to continuing our relationship with **Lupine** and partnering on future collaborations.

 **hotsylatotsy** LOVE this show, after almost 20 years as a subscriber so glad HBO is finally putting some great LGBTQI+ shows that are polished and refined.

4w 1 like Reply Send

 **saiki.kaidough** HAPPY PRIDE MONTH

4w 1 like Reply Send

 **eddiemunsonsolosournan** This is so accurate

4w 2 likes Reply Send

 **makiferraro** The caption hello????

4w 2 likes Reply Send

 **joshiku** You've all created something very special, thank you!

♡

 **directorsalazar** What an incredible conversation with these brilliant artists and the absolute cherry on top of the sundae of reasons why I love the storytelling on @hacks. The nuance is spectacular.  #pride2022 #proud #gay #queer #lgbtqia #hacks

4w 1 like Reply Send

 **shaynamack** This show is hilarious!! I am sooooo happy it was renewed for a 3rd season!! 

th will forever go down in history 

I thank you @hbomax & @humanbyorientation (specifically @iamlibbyb_ & @soma.okoye) for seeing us and giving us space to be felt & heard.

And shout out to @viscrit & @shadecounty_ our Lighting, Sound, and Decor team that helped make Juneteenth an experience to remember

 **ohdamn_steph** S

5w 1 like Reply Send

 **katcunning** That's our communit baby!!!!

5w 1 like Reply Send

 **butchisnotadirtyword** Hell yes, living for this ongoing, authentic queer content!!

♡

This experience was definitely one of the most iconic pride functions in nyc. We are so thankful for everyone who attended, played & contributed. This wouldn't be possible without all of you angels attending and sharing this moment with us! See you next year 

 **gclmachado** She really ate that 😂 love these guys!!

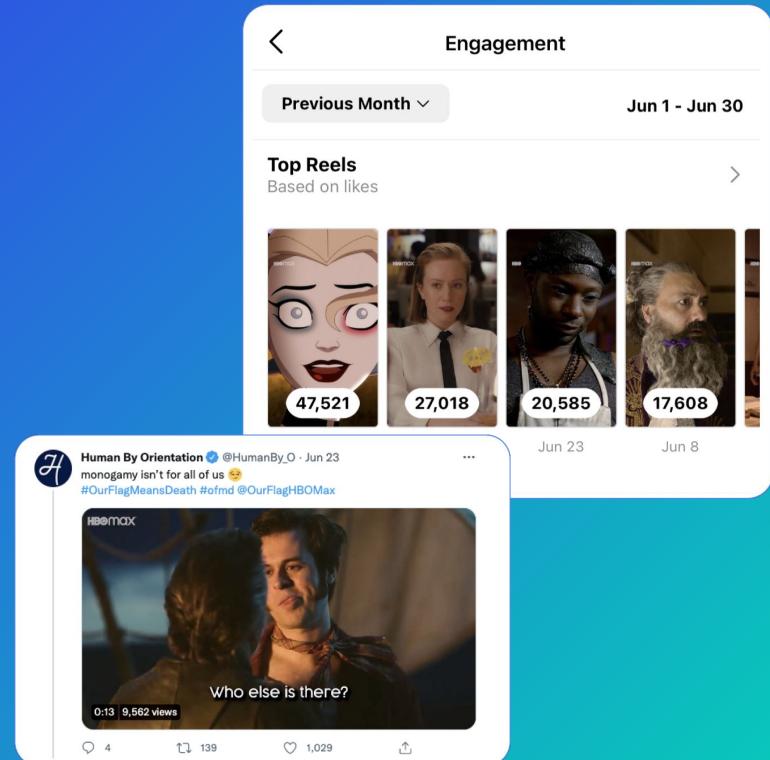
4w 5 likes Reply Send

 **iou_jewellery** Thank you all so much for this beautiful & educational showcase of love, awareness and upliftment  ...I hope there is a UK/Global version/s one day very soon...Earth Angels putting in the work 

4w Reply Send

KEY TAKEAWAYS & LEARNINGS

- **Events that bring specific sub-groups of the community together are our most authentically dynamic**, both IRL on on social (ex: *Masisi*, *Legendary live tweets*).
- **More content doesn't necessarily lead to more followers**, or more viral potential.
- While collaborations help us reach new audiences, **we don't need to rely on them to go viral** and they won't necessarily convert to new followers (especially at competitive times or with subject matter that doesn't directly relate to HBO Max titles).
- **Partnerships with true creators serve us best.** Someone who's practiced at creating digital media, who has a distinct brand that aligns with ours, and knows how to work social media makes the best HxO partner.



1,029

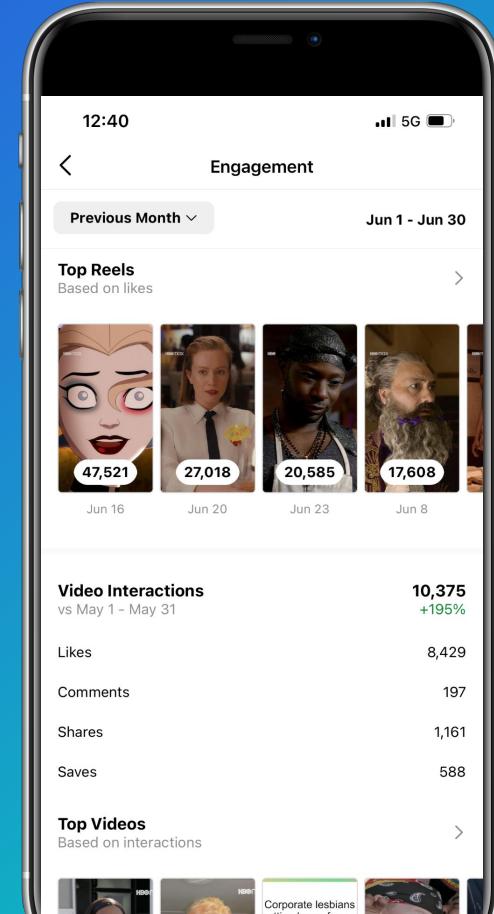
KEY TAKEAWAYS & LEARNINGS

- There's maximum viral potential with our audience around shows with **loyal social media followings** (such as *Harley Quinn*, *True Blood*, *Our Flag Means Death*, and *Gentleman Jack*) as well as narratives that explicitly discuss identity (Hacks - "Room for Nuance"). This most directly fulfills the HxO promise.
- **Community management strategies help bring fans of a specific show to our page** (ex: interacting with Legendary pages before finale live tweet session helped the tweets perform better).
- Kits take time to ideate around and create. In order to make high-quality kits and avoid damages, **we need a more structured QA time**.



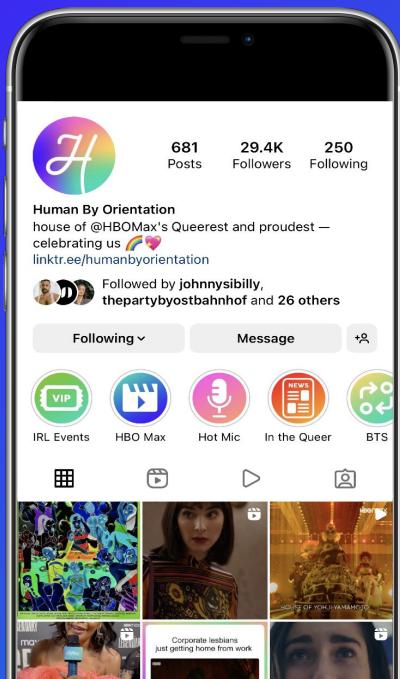
METRICS BY MEDIA

Channel and Deliverable Performance Breakdown



INSTAGRAM

We posted 76 pieces of content in-feed on Instagram during Pride month, about 2.5x more than any month ever before.



5.23%
Follower Growth
(+1,368 net followers)

12.3M
Total Impressions

*Metrics include paid ads

183.6K
Total Engagements

3.25M
Reach

*Metrics include paid ads

INSTAGRAM TOP 5

1



2



3



4



5



Impressions: 437,535
Engagements: 28,716
Reach: 449,473

Impressions: 115,612
Engagements: 27,551
Reach: 113,467

Impressions: 154,905
Engagements: 19,141
Reach: 145,208

Impressions: 256,906
Engagements: 18,590
Reach: 261,958

Impressions: 102,519
Engagements: 10,602
Reach: 89,459

TAKEOVER PARTNERS

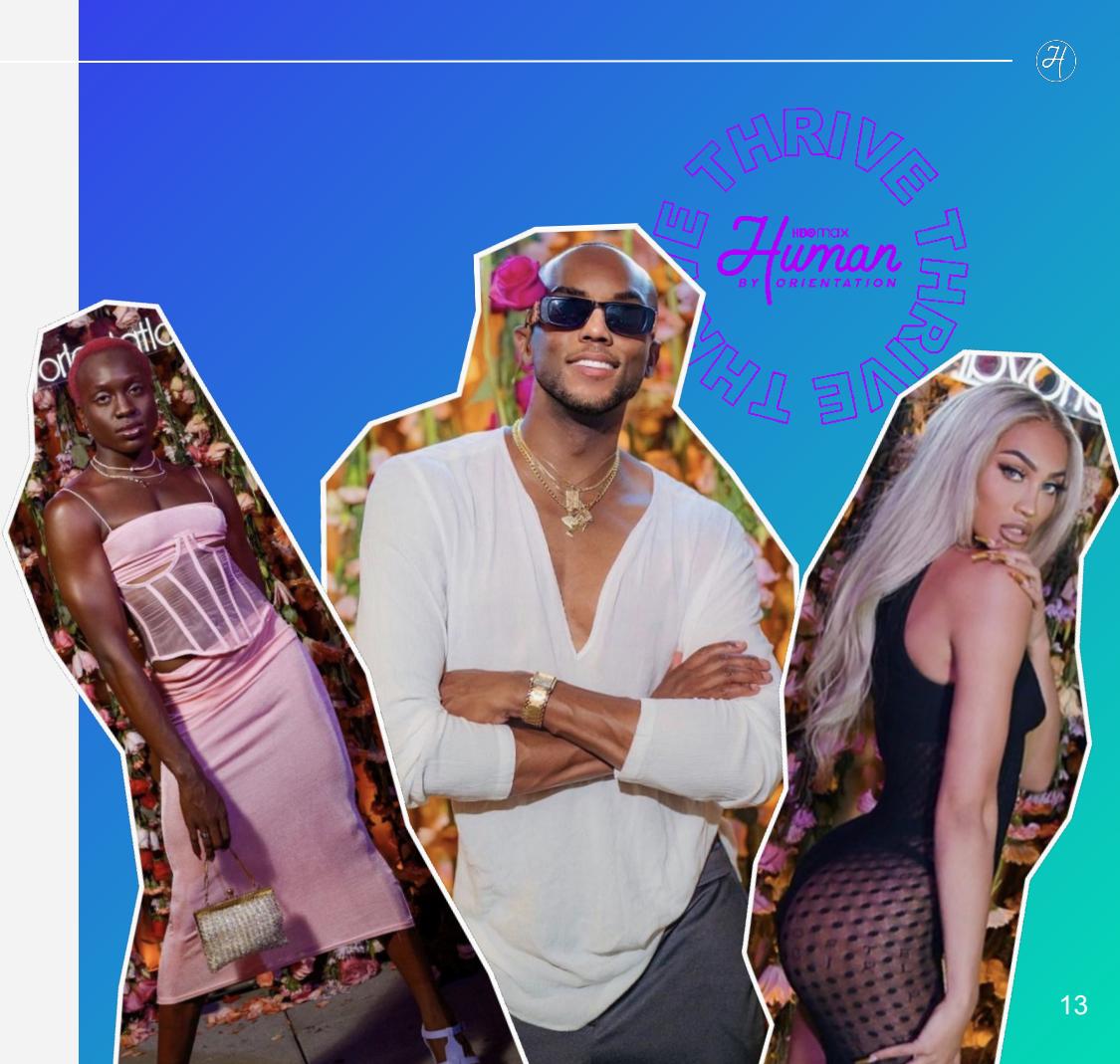
We partnered with 3 unique and dynamic social media creators and luminaries to build excitement for our parties and tell the story of each of our 3 unique activations. Each tied their own lived experience together with the THRIVE narrative, and connected it to HxO's brand presence on the ground.

68 Total IG Stories

Total Reach: 147,751

Total Engagements: 18,591

Total Impressions: 166,177



kerricolby [Message](#)[Follow](#)

224 posts

297K followers

1,058 following

Kerri Colby she/her

We engaged drag superstar **Kerri Colby**, fresh off her run on *RuPaul's Drag Race*, to bring glamor to our LA party with Ostbahnhof. Kerri showed us her makeup routine, her runway walk, and was the perfect POV for our followers to glimpse this boutique event.

Reach: 127,054**Engagements: 14,019****Impressions: 142,415**

4w 1 like Reply



3w 1 like Reply



4w 1 like Reply



INSTAGRAM



jaejoseph

[Message](#)

[Follow](#)

30 posts

327K followers

980 following

Jaé Joseph

We partnered with fashion influencer and entrepreneur **Jaé Joseph** to capture the magic of our Juneteenth party with Masisi, an all-white dress code affair that celebrated the intersection of Black and Queer identity. Jaé was at the center of the action, and our IG story series showcased everything from panels to performances.

Reach: 5,722

Engagements: 3,202

Impressions: 6,641

basit_ [Message](#)[Follow](#)

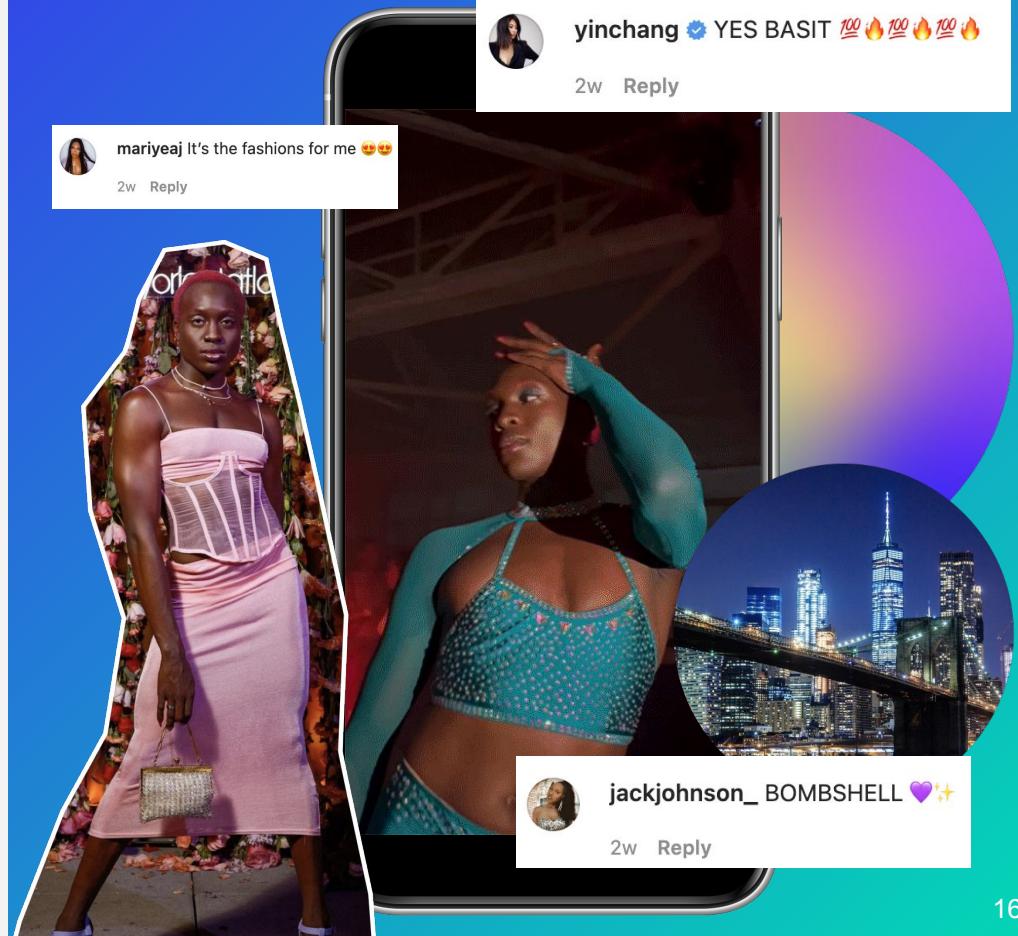
108 posts

103K followers

1,006 following

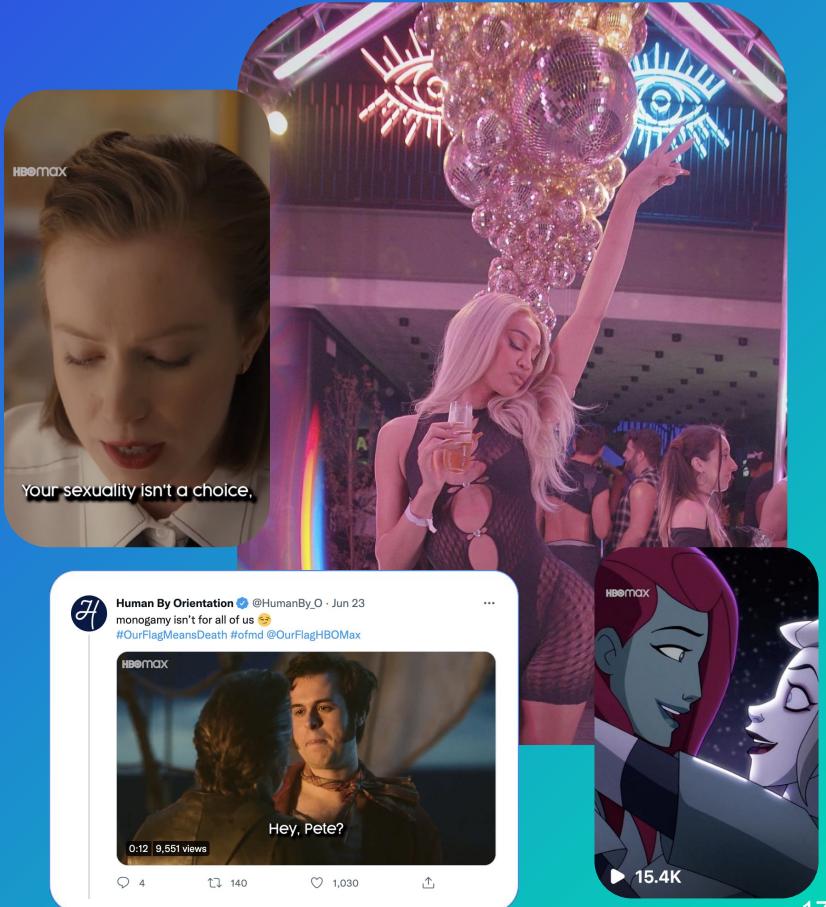
Basit they/them

We tapped Basit, reality TV star, model and content creator, to share our Brooklyn party with xCakes, Club Carry and DickAppointment with our social audiences. They were the perfect fit for this eclectic and high-energy event, closing out our Pride Tour on the Friday of NYC Pride.

Reach: 14,975**Engagements: 1,370****Impressions: 17,121**

INSTAGRAM KEY LEARNINGS

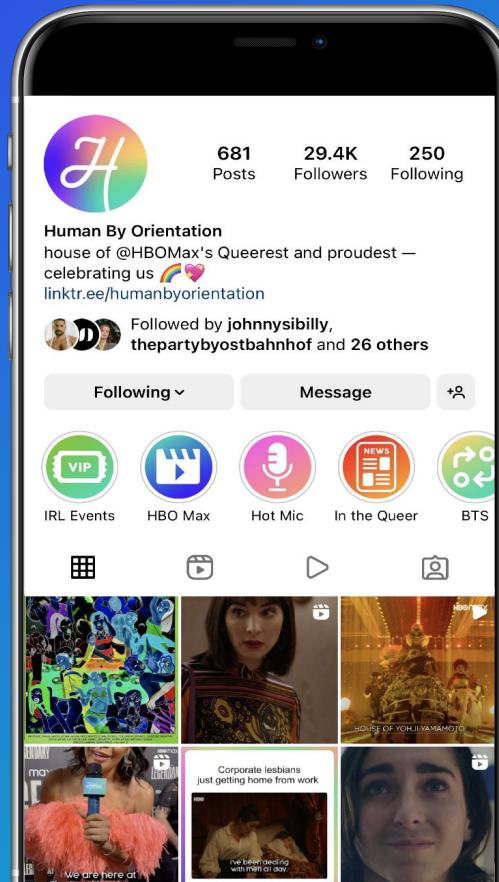
- Our top posts were made up of a variety of content types, including evergreen, in-season titles and our activation collaborations
- Whether we posted as Collaborators or not, assets about identity did well (i.e. Hacks “Room for Nuance”)
- Whether we posted as Collaborators or not, assets pertaining to cult shows did reliably well (i.e. OFMD, Harley Quinn)
- Posting a much higher volume of content didn't necessarily lead to more viral potential of posts, likely indicating a “high water mark” of posting volume over which content no longer has positive ROI



Dive in.

Click below to view all Instagram posts and performance breakdowns for each.

[Full Breakdown](#)



TWITTER

On this growing platform, we continued to push the boundaries and drive impressions and followers



6.87%
Follower Growth
(+296 *net followers*)

7.42M
Total Impressions

*Metrics include paid ads

33.4K
Total Engagements

718
Handle Mentions



TWITTER TOP 5

1



Impressions: 47,462
Engagements: 6,807

2



Impressions: 62,139
Engagements: 4,348

3



Impressions: 26,505
Engagements: 3,628

4



Impressions: 34,939
Engagements: 3,503

5

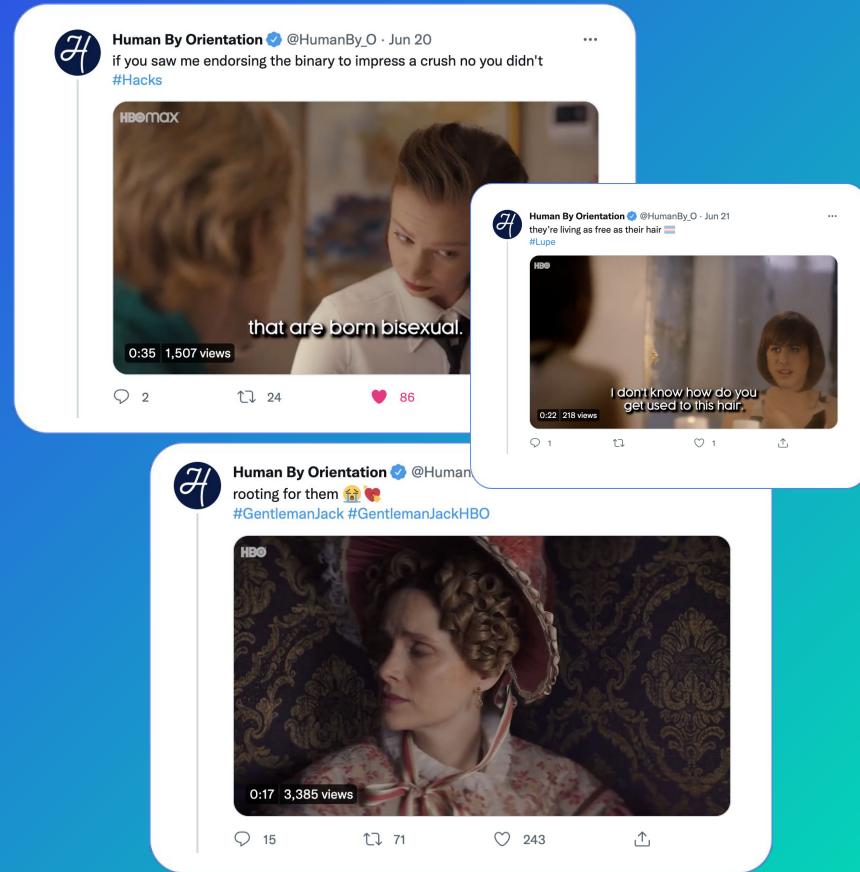


Impressions: 23,366
Engagements: 1,788



TWITTER KEY LEARNINGS

- After explosive follower and engagement growth in April and May, we continued to drive significant heat on our Twitter with a wide variety of content mirroring our posts on Instagram, plus live-tweet sessions around the finales of Hacks and Legendary
- We posted more tweets in the month of June than ever before (193 total tweets)
- We hopped on a real-time social media trend while tying back to platform with the “OFMD - He’s a 10” tweet, generating high impression and engagement numbers.
- Despite 3x higher volume of posts MoM from May, we saw a drop in organic impressions, likely due to fewer posts on runaway-hit titles including Our Flag Means Death, Gentleman Jack, and Harley Quinn.
- Fortunately, we saw no significant churn in followers, just slow follower growth.



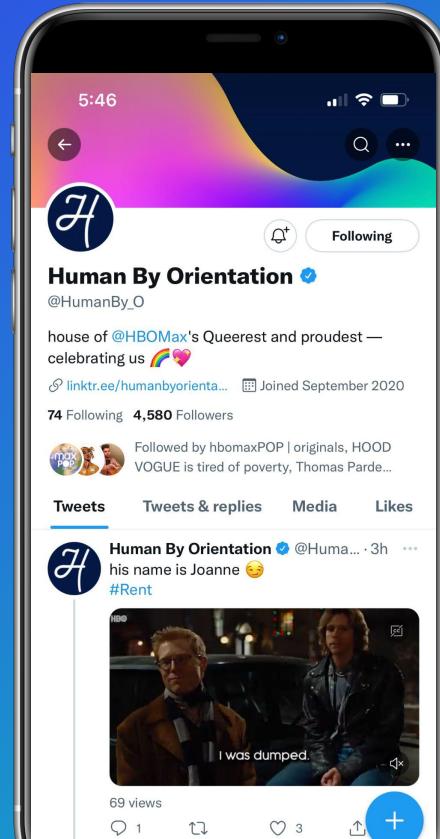


Dive in.

Click to view all Tweets and performance breakdowns.



[Full Breakdown](#)





ACTIVATION PERFORMANCE

Our activation created a strong IRL brand impression for HxO on the ground at our parties, and also served as worthy backdrop for UGC.

Ostbahnhof

568+ Attendees

11 Creators

\$29.6K Earned Media

25 Posts / Stories

258.9K Impressions

14K Engagements

Masisi

320+ Attendees

95 Creators

\$201.4K Earned Media

480 Posts/Stories

452.4K Impressions

9.6K Engagement

Club Carry x Dick Appointment X xCakes X Human By Orientation

740+ Attendees

55 Creators

\$83.4K Earned Media

248 Posts/Stories

172.7K Impressions

1.2K Engagement



FLOWER WALL PHOTO ACTIVATION

Building off our “Thrive with Pride” theme and playing into the popularity of HBO’s “Euphoria,” we created 3 show-stopping, naturally scented, fully immersive floral trellises with embedded branded neon at each of our Pride parties to make an impactful brand impression for HxO and draw organic UGC.



ACTIVATION LEARNINGS

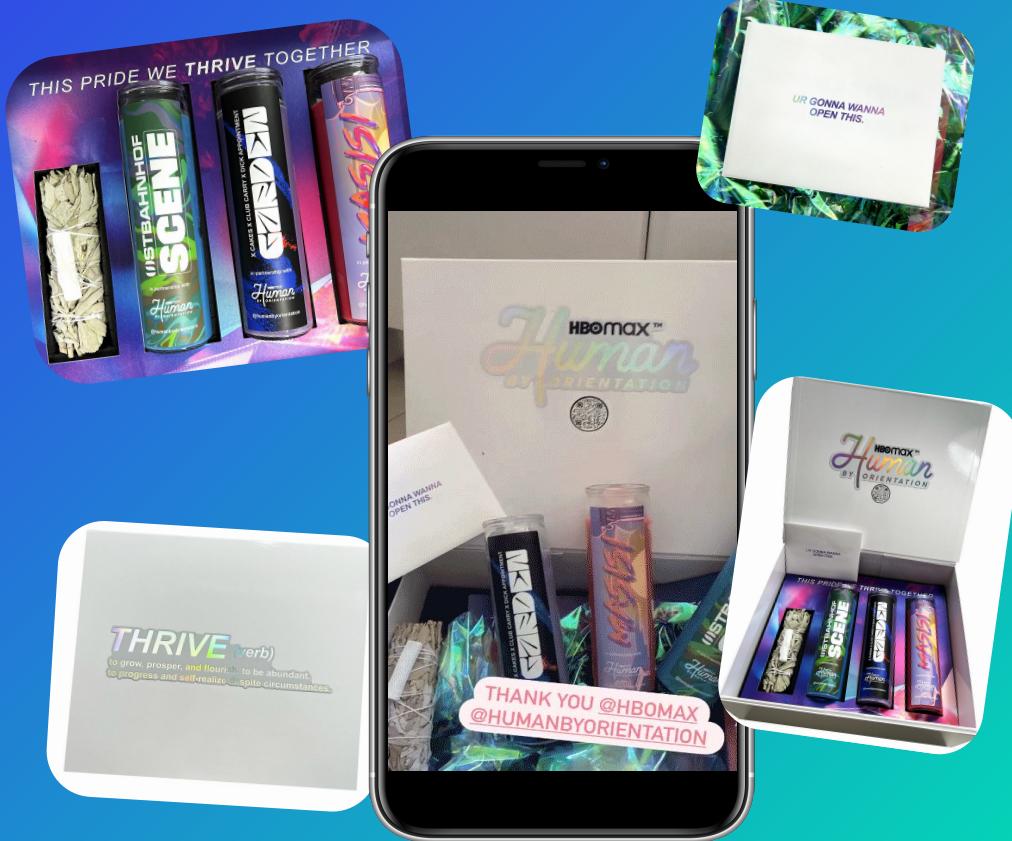
- Polaroids were a great incentive to post to create an organic/analog aesthetic
 - Increased IRL engagement
 - Reduced the “branded” feeling
- The impromptu dance performance in front of the flower wall was an organic and unplanned branded moment
- Use of the IG handle in neon (vs. the HxO logo) didn’t necessarily increase uses of the hashtag
- In future, we could consider incentivizing tagging
 - For example, offering exclusive swag if you show you a tagged post on social



THRIVE WITH PRIDE KITS

To help HxO friendlies, affiliates and influencers THRIVE this Pride, we created a lush collection of fragrance candles to represent each of our party collectives' unique vibes. We packed them with sage to cleanse any space, and crystals to promote wellness and healing. Each recipient was encouraged via QR code to check out the LGBTQ+ Voices page on HBO Max, and to attend any of our Pride Tour parties.

- **Sent 90 kits in total**
- **Shared by 15 creators**
- **35 story posts**
- **65.5K Impressions**
- **93.4K Earned Media**



KIT LEARNINGS

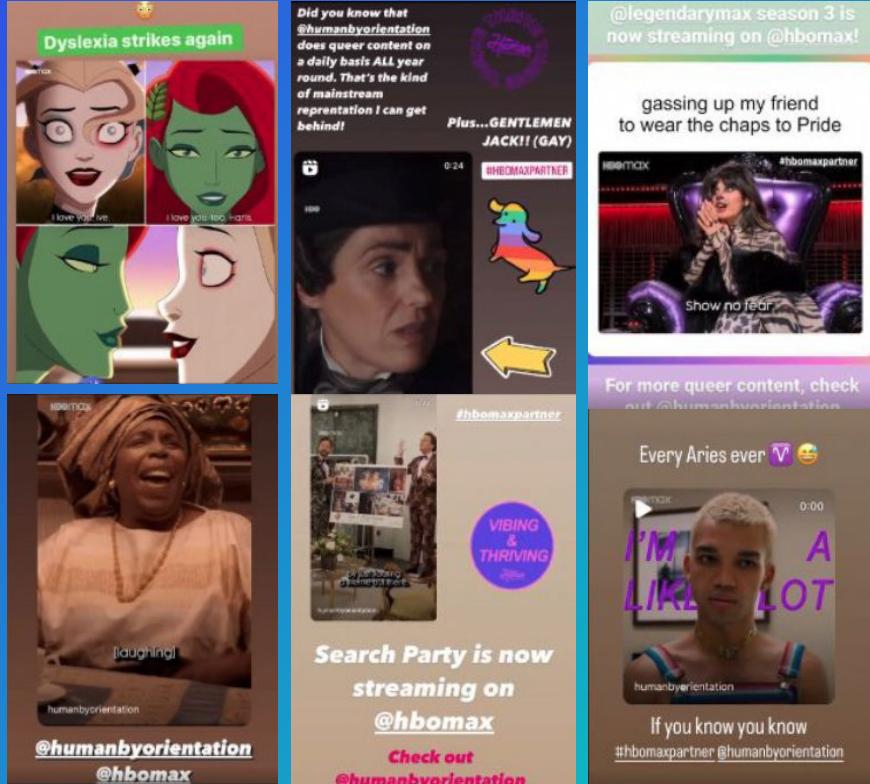
- Due to the expedited timeline for production we needed to make some short cuts on both materials and QA process, resulting in errors and damage. In the future we need to allow better and more structured QA time to ensure less kit damage.
- Return posts were fewer than expected
 - Some likely do to breakages
 - Some recipients had followings too small to drive impact
 - Some recipients had followings too large to post without pay
 - Some recipients didn't have social media
- Future Kits could be budget-optimized for maximum impact, and recipient lists can be refined for mid-level influencers more likely to post organically



OUTFIT TALENT AMPLIFICATION

We engaged Outfit Talent to match select influencers with content fit for their audiences. Using our custom HxO IG stickers, they shared IG posts, Reels and Tweets with editorial commentary contextualizing the content to their audiences, and encourage them to follow HxO. [View full report here.](#)

- Content creators: 19
- Individual content units: 135
- Impressions: 281.5K
- Interactions: 4112



THANK YOU!

