



CASE STUDY

MEDIA RELATIONS & THOUGHT LEADERSHIP: GLAAD

THE CHALLENGE

2023 survey data from GLAAD revealed that 71% of Americans believe that they've never met a transgender person. GLAAD, a nonprofit organization focused on LGBTQ+ advocacy and cultural change, partnered with GROUND Media to launch Here We Are, a trans awareness campaign that shares real stories from trans young adults and their families through 60-second video vignettes. GLAAD hoped to secure impactful media coverage for the Here We Are campaign, build awareness of the campaign and resources for trans people available on its website, educate the public and gain support and allyship for the trans community by sharing stories from the campaign changemakers. The TASC Group was charged with boosting visibility for the launch and early stages of the campaign.

THE STRATEGY

The TASC Group focused on generating media coverage for Here We Are in local and national outlets by highlighting the goal of the campaign and each changemaker's unique story. TASC published a press release announcing the launch of the campaign and targeted reporters interested in covering social advocacy, LGBTQ+ news, human interest and diversity to make the campaign known to the public. The team created messaging that celebrated the joy and everyday experiences of a diverse group of trans individuals. By highlighting their humanity and normalcy, the team aimed to counter misinformation, foster greater allyship and ensure that trans people feel authentically represented. TASC leveraged media opportunities to establish the Here We Are campaign as a trusted voice in the trans advocacy space and to gain recognition from LGBTQ+ organizations nationwide.

THE RESULTS

Through TASC's efforts, Here We Are and its changemakers were highlighted in multiple national and local publications, broadcast channels and podcasts including [NBC News](#), [CBS News New York](#), [PIX11](#), [Reckon](#), [MediaPost](#), [Ad Age](#), [iHeart Radio's Woke AF Daily](#), [Out Magazine](#) and many more. Ad Age named Here We Are one of the Best DEI-Driven Campaigns for 2024. Garnering over 610 million media impressions, the campaign not only achieved national recognition but also significantly elevated awareness around trans issues, solidifying its credibility and impact.

100+ MEDIA PLACEMENTS

CBS NEW YORK

AdAge



OUT