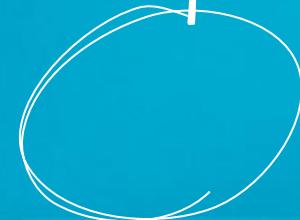


Consumer Capital

+



Queer
Representation

Hello!

Candice Roberts
Communication Arts @ SJU

@popmediaprof

I.

Rhetorical Power of Advertisements



symbols of
materialism



economic metaphors

2.

LGBTQ Imagery and Representations in Ads

Historicizing Queer Consumerism

Three Phases of the LGBT Market Segment (Branchik, 2002)

- Pre-1941 Underground Phase
- 1941-1970 Community-Building Phase
- Post-1970s Mainstream Phase

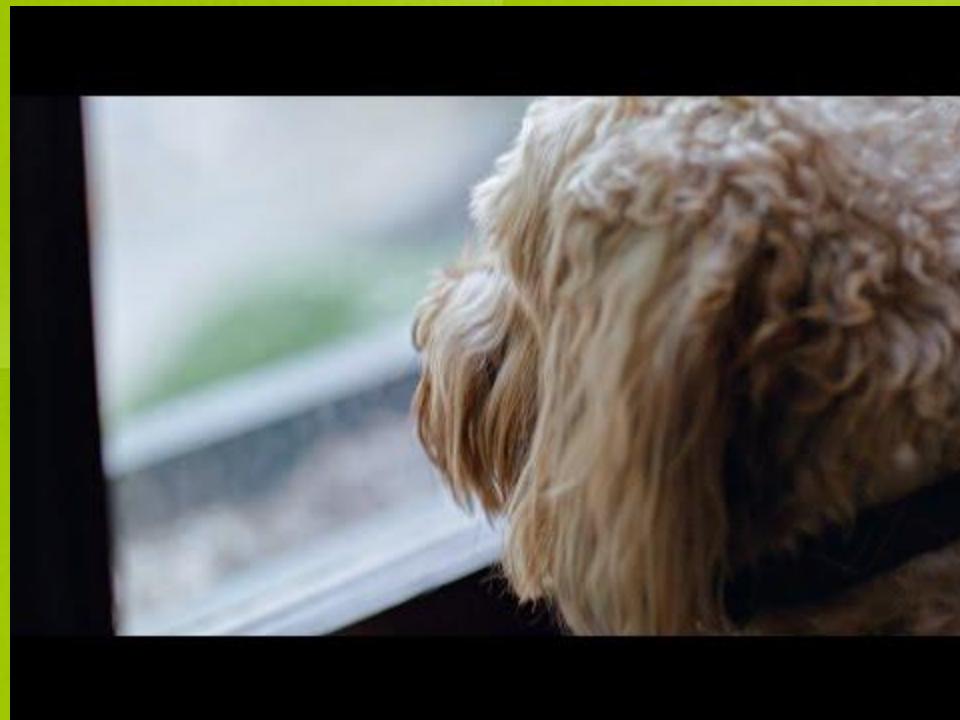


Mainstreaming Gay

- Early strategies
 - Avoidance
 - Embedding (Comeforo, 2013)
- Reaching out to LGBT Consumers without alienating the general population
 - Implicit cues and denotative meanings







Symbols of materialism



©TIFFANY & CO. 2013
WILL YOU PROMISE TO NEVER STOP COMPLETING MY
SENTENCES OR SINGING OFF-KEY, WHICH I'M AFRAID YOU
DO OFTEN? AND WILL YOU LET TODAY BE THE FIRST
SENTENCE OF ONE LONG STORY THAT NEVER, EVER ENDS?

WILL YOU?





economic metaphors

Targeting Strategies

TARGET

- ★ general
- ★ niche

NARRATIVE

- ★ normalization
- ★ outsiderhood

APPROACH

- ★ gay window
- ★ gay specific



3..

Consumer Capital



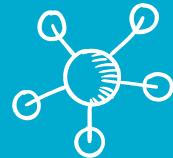
"...minority consumers negotiate cultural tensions of their subcultural identity and their struggle between subcultural validation and mainstream assimilation."

(Tsai, 2011)

Consumer Capital Strategies



Cultural
capital



Subcultural
capital



Tribal
capital



what about
creative
capital?





BECAUSE PRIDE
MOVES US ALL
TO MOVE
OURSELVES.

EQUINOX
#POWEREDBYPRIDE

evolving strategies
employ

(creative) consumer capital
reinforce

economic metaphors
through symbols of materialism

Thanks!

Any questions?

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