# MRSpride

**The MRSpride Insights Summit: A New Exec’s Perspective**

It’s been a busy week for me as the newest Exec at RED C, attending the Market Research Society (MRS) MRSpride SHOW UP! Insights Summit. I wanted to take a moment to reflect on some of the key takeaways from a day filled with inspirational speakers and panellists.

This year’s event showcased the great brands committed to amplifying minority voices in our industry, including E45, Triumph/Sloggi, and Durex. These brands are making meaningful investments to ensure LGBTQI+ representation throughout their ideation, product development, and marketing strategies. It is reassuring to witness such dedication to inclusivity, demonstrating that market research can play a pivotal role in fostering authentic connections between brands and the communities they serve.

One standout moment for me was the E45 advert featuring the lives of transgender, non-binary and gender diverse people, which exemplified the importance of brands authentically engaging with and portraying the community. The ad’s success was backed by thorough research, ensuring that the creative direction resonated positively with the audience, leading to a more meaningful and impactful result. It struck me as brave for E45 to use this as their main brand ad. It highlighted an important message: that skin is skin and E45 is for everyone. For those who have not already seen it, I recommend giving it a watch at [Skin through the transition journey - E45](https://e45.com/uk/skin-through-transition/)

Triumph/Sloggi’s collaboration with, research agency, BAMM was similarly inspiring. Through ethnographic research, BAMM explored the specific needs of non-binary individuals regarding their underwear - an inherently intimate subject. The presentation featured personal videos of non-binary people discussing their experiences with underwear in the comfort of their homes. This candid glimpse into their lives highlighted the profound impact of understanding the audience for whom these products are designed. It was clear this research would be invaluable for Triumph/Sloggi in developing new products and refining marketing strategies, ensuring they genuinely connect with their consumers.

Throughout the day I was also made aware of the power of the research industry to play a significant convening role and shine a spotlight on critical societal issues. MRS Pride used the Show Up event to provide a platform for raising awareness about the hidden tragedy of Chemsex affecting gay men and calling for more research into this underfunded area of healthcare. Hearing firsthand experiences from Ignacio Labayen De Inza, CEO of Controlling Chemsex, a charity doing amazing work in this space, was truly inspiring. To learn more, visit Controlling Chemsex’s website at controllingchemsex.com.

Another impactful moment was Alessia Cavallini’s talk on fostering inclusivity in the workplace. Alessia's concept of reverse mentoring where younger team members provide senior leadership with fresh perspectives on LGBTQI+ experiences was particularly interesting. It’s inspired us to reflect on how we can continue building a more inclusive workplace.

AI’s growing influence in market research was another hot topic. Shafeeq Shajahan discussed how AI is being used to conduct qualitative interviews without the need for a human interviewer, opening new avenues for exploring the experiences of hard-to-reach audiences. One striking example was the use of AI to help queer women of colour share their stories of going through menopause. Here at RED C, we continue to work closely with leading tech partners to ensure our clients benefit from this innovation while continuing to enjoy RED C levels of service and insight.

These are just a few highlights from an amazing event. A big thank you to the incredible speakers and panellists who shared their diverse experiences and insights, leaving me with a lot to think about. If you’re interested in understanding more about the LGBTQIA+ landscape today, I highly recommend attending future conferences - I’ll definitely be back!