

Fans of Love

Site POV

01.20

love
has
no
labels

This Year

1. It's all about the video.

The creative lends itself to a focus on distribution (vs. participation). Most of our strategy and creative focuses on spreading the video as widely as possible.

We have some smart brand partner and social extensions in the mix, but it's all about the video.

2. It's all about the Love Has No Labels master brand.

Last year we had a multi-faceted campaign that spread the #WeAreAmerica message in many ways. This year will be closer to Skeletons, which leads us to a simplified behavior and user flow...

3. Our CTA is back to basics: Rethink Bias.

The behavior is all about 1. watching the video and 2. driving to the site to learn more.

Sound familiar? :)

Site Goals

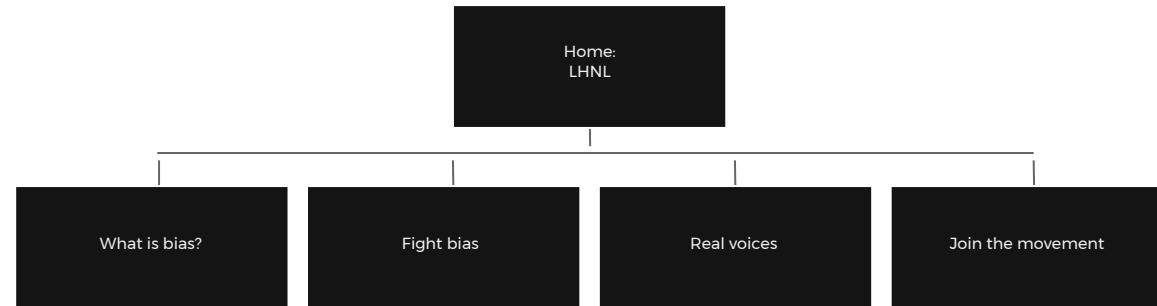
1. Encourage our audience to rethink their bias through simple and actionable steps.
2. Educate and provide a way for our users share their support.

Navigation

Our navigation has been restructured to reinforce our site POV. All content sits under our LHNL master brand.

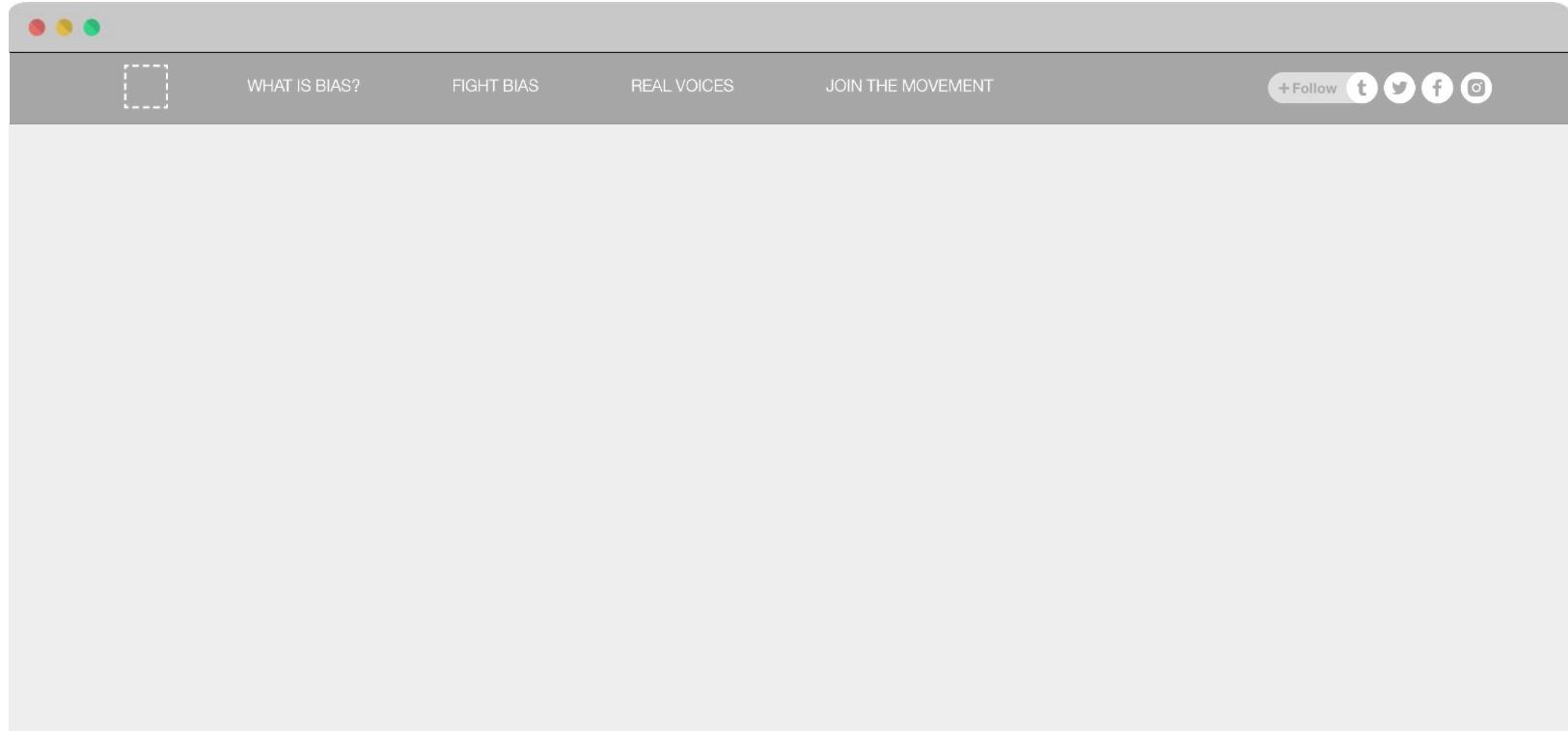
Primary navigation language has been explored to feel more actionable and to set the user up for what to expect from a content perspective within each page.

Proposed edits



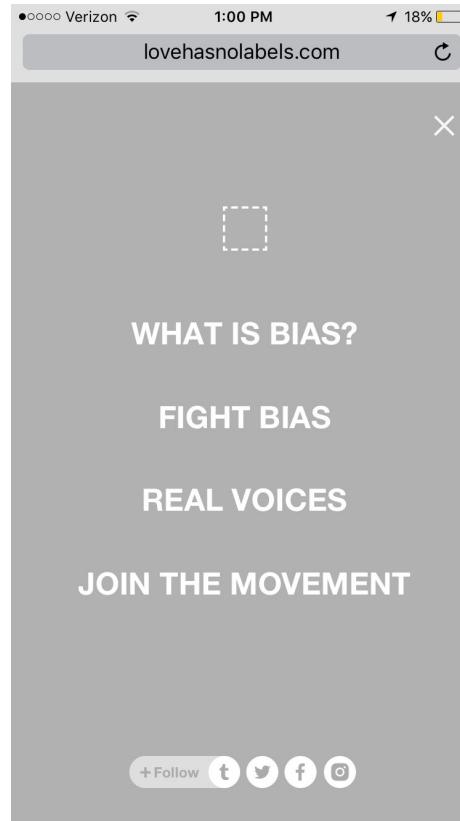
Current nav copy





Navigation

Mobile



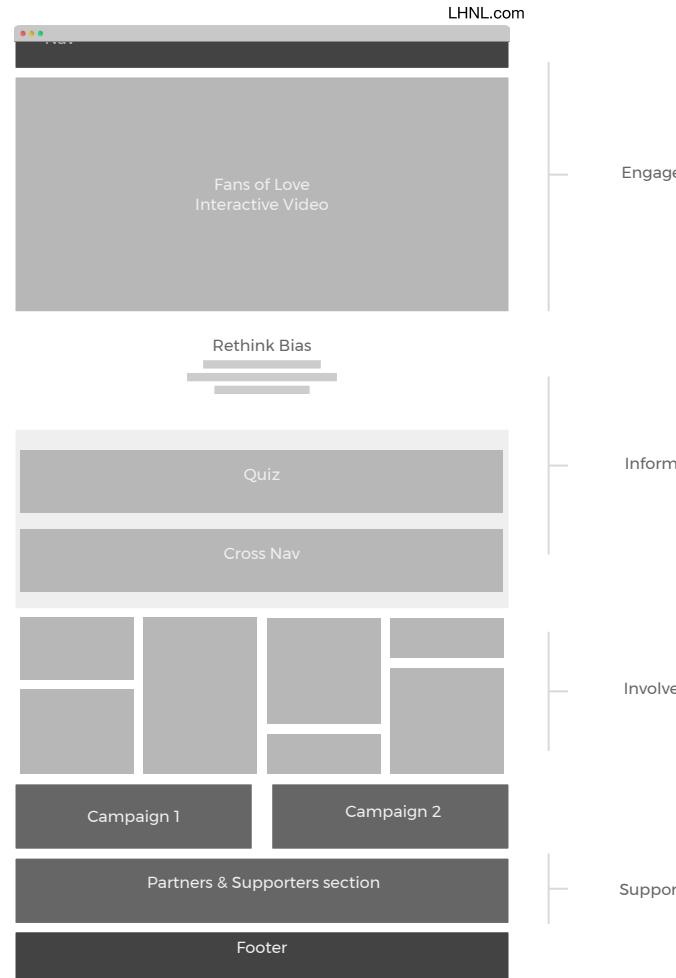
Homepage

The homepage is our primary entry point for users and an opportunity for us to enable them to take actionable steps to rethink their bias while also seeing the breadth and scale of the LHNL movement.

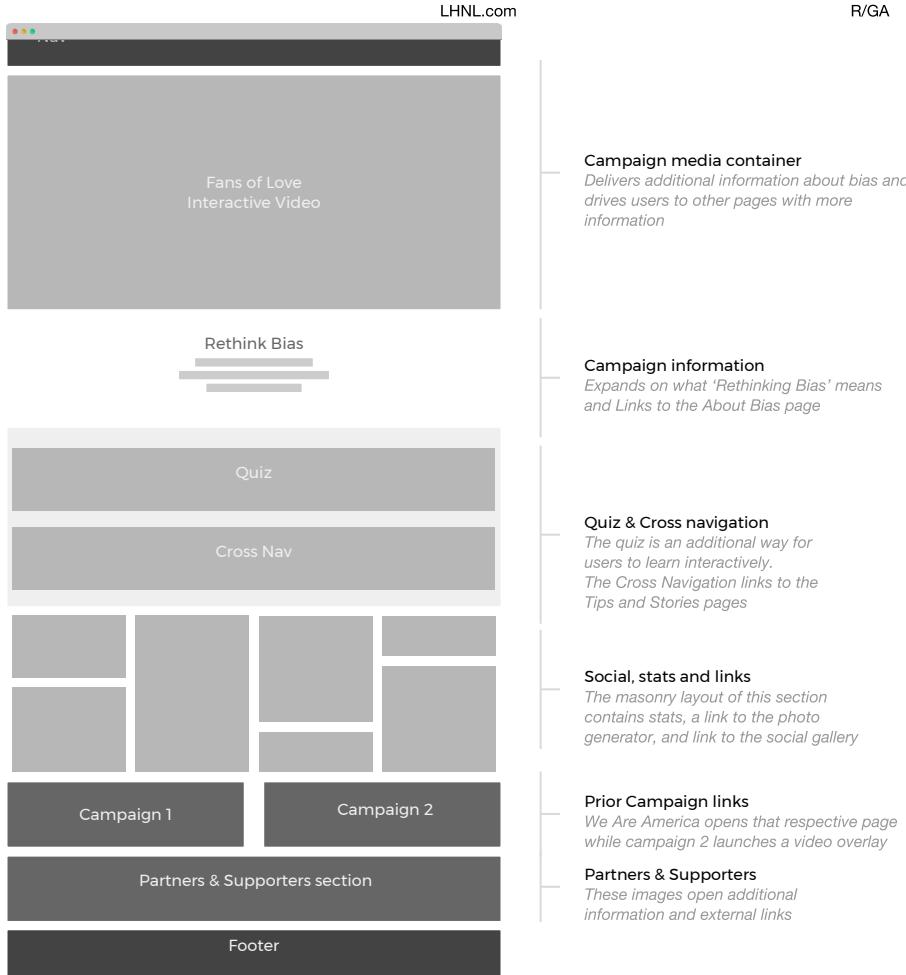
We've restructured elements and given primary real estate to certain elements in order to drive home our brand message.

We've also spent time ideating on the best use of our header area which will house our Fans of Love video - identifying an approach that can provide extra education and actionable steps for our users as they watch the video.

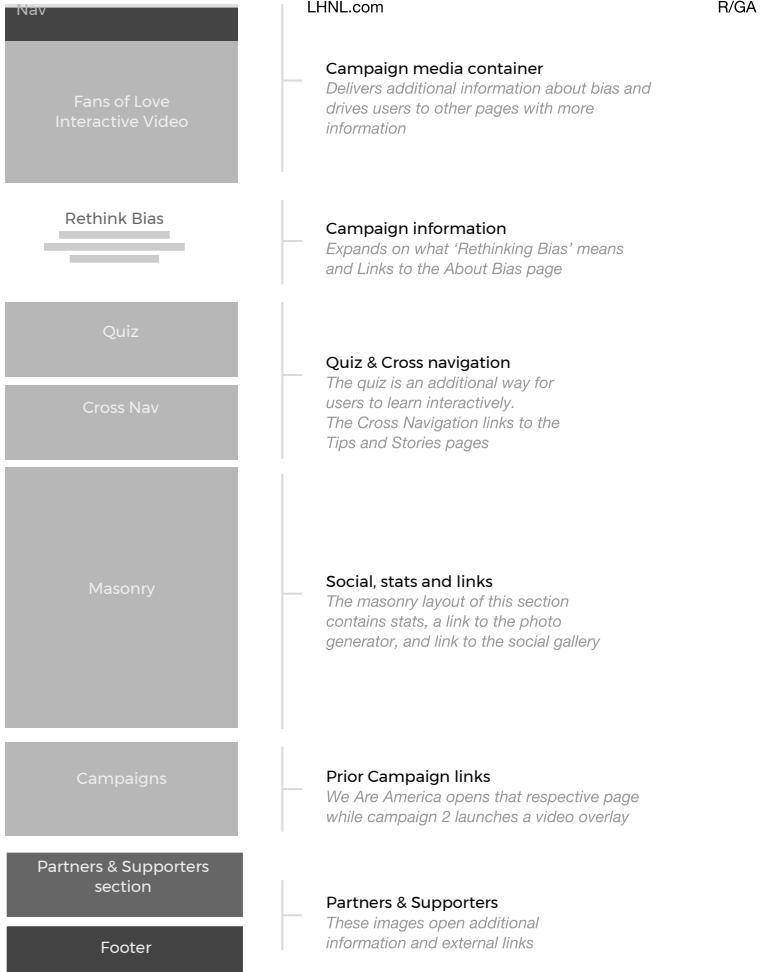
Structure



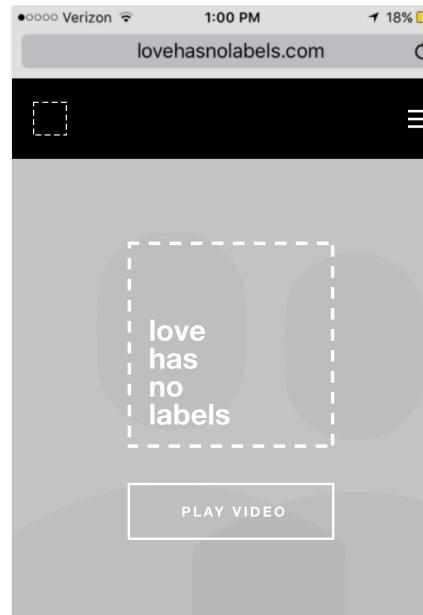
Structure



Structure



Mobile



The mobile screen displays the homepage of lovehasnolabels.com. At the top, it shows a battery level of 18%, the time as 1:00 PM, and the carrier as Verizon. Below the header, there's a large central image featuring two hands holding a small child. Overlaid on this image is a dashed white square containing the text "love has no labels". Below this image is a "PLAY VIDEO" button. To the right of the main content area, there's a vertical sidebar with various links and social media icons.

**Let's put aside labels
in the name of love.**

Ready to rethink bias? Join the Fans of Love movement and celebrate inclusion and diversity. Learn how you can take steps to end bias and hear stories from people affected by prejudice.

[GET STARTED](#)

Mobile



PLAY VIDEO

Let's put aside labels in the name of love.

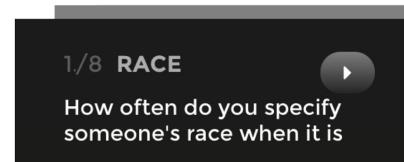
Ready to rethink bias? Join the Fans of Love movement and celebrate inclusion and diversity. Learn how you can take steps to end bias and hear stories from people affected by prejudice.

GET STARTED

Prejudice hides where you least expect it.

Can you spot bias within yourself? This quick quiz might surprise you.

TAKE THE QUIZ

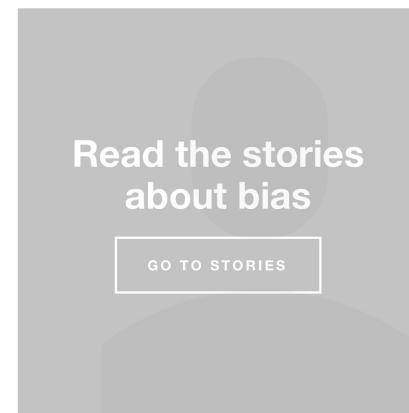


1/8 RACE

How often do you specify someone's race when it is



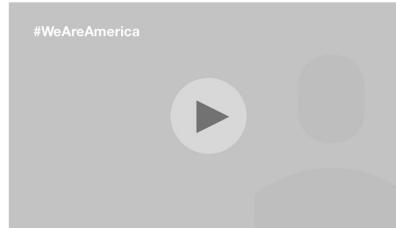
Mobile



Be a part of Love Has

Mobile

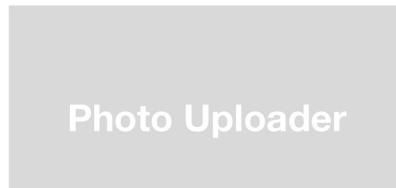
Be a part of Love Has No Labels



Share how you love without labels

Take a look at our social media gallery and get involved.

[EXPLORE](#)



Mobile



Our nonprofit partners

Mobile

Our nonprofit partners



Our supporters



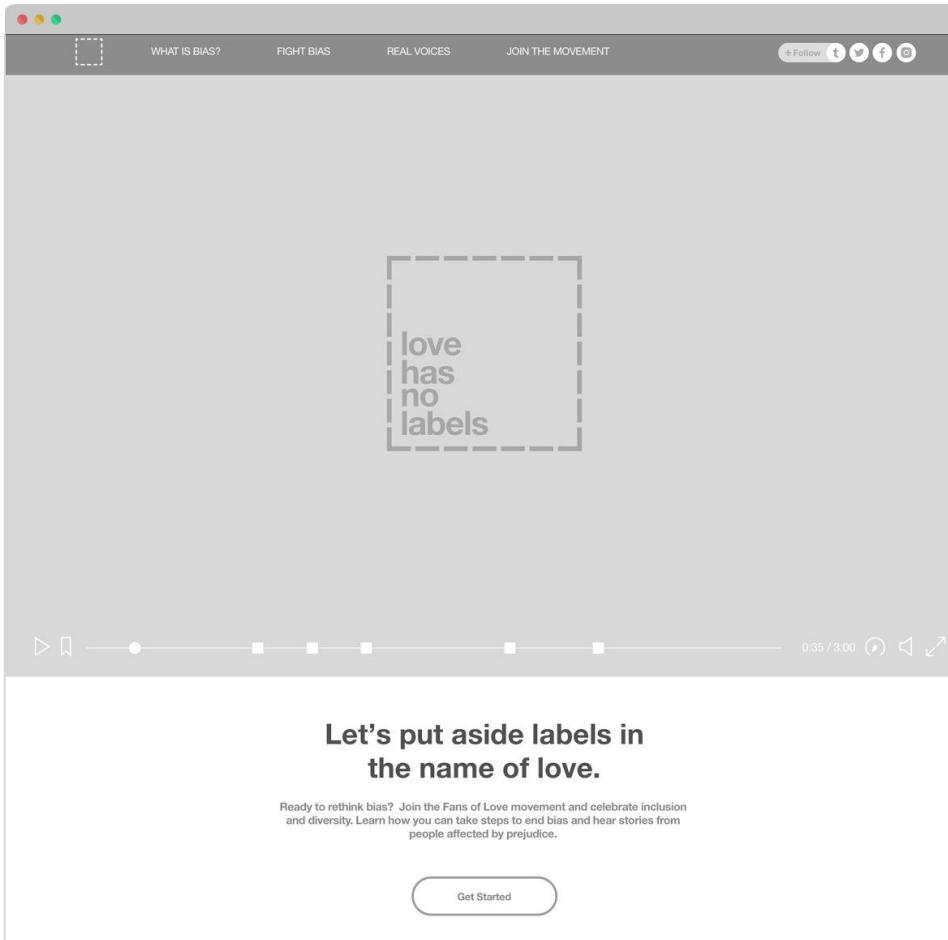
Source material for this site provided by
our nonprofit partners

[Terms of Use](#) | [Privacy Policy](#) | [Contact Us](#)

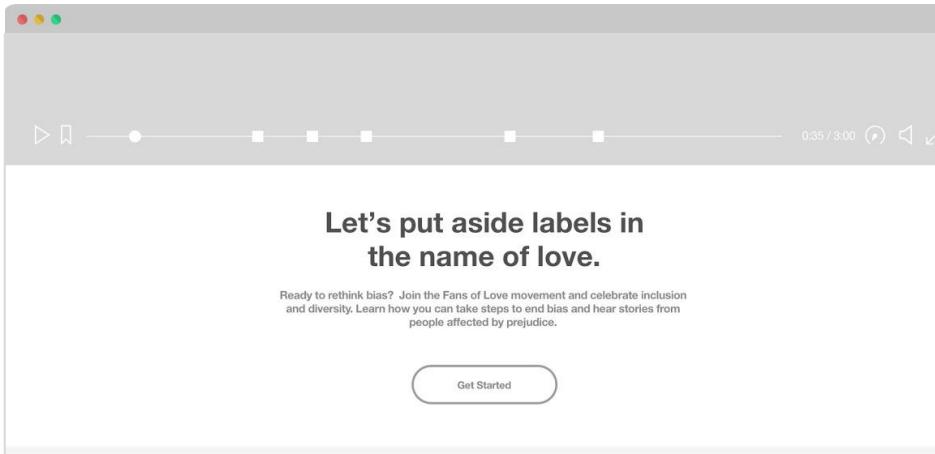
© 2016 Ad Council



Desktop



Desktop



Desktop

The screenshot shows a quiz interface titled "Prejudice hides where you least expect it". The first question, "1/8 RACE", asks: "How often do you specify someone's race when it is not necessarily relevant (for instance 'a black doctor' or 'Latina lawyer' or 'white lawyer')?". The options are "All the time", "Some times", and "Never". Below the quiz are two large call-to-action cards: "Start fighting bias" and "Bias in their own words". At the bottom is a footer with the slogan "Join the Love Has No Labels movement".

Prejudice hides where you least expect it

1/8 RACE

How often do you specify someone's race when it is not necessarily relevant (for instance "a black doctor" or "Latina lawyer" or "white lawyer")?

All the time

Some times

Never

Start fighting bias

Bias in their own words

Join the Love Has No Labels movement

The mobile view shows the same quiz interface and CTA cards as the desktop version. The footer at the bottom of the screen includes social media links for Facebook, Twitter, and YouTube.

Prejudice hides where you least expect it

1/8 RACE

How often do you specify someone's race when it is not necessarily relevant (for instance "a black doctor" or "Latina lawyer" or "white lawyer")?

All the time

Some times

Never

Start fighting bias

Bias in their own words

54m ago

#LoveHasNoLabels

Facebook Twitter YouTube

Desktop

The screenshot shows the desktop version of the Love Has No Labels website. At the top center, it says "Join the Love Has No Labels movement". To the left, there's a statistic: "54m Americans are Latino". Below this are two images: one of a woman smiling and another of a couple kissing. A "Photo uploader" button is positioned next to the kissing photo. To the right, a section titled "Share how you love without labels" encourages users to share their stories using the hashtag #LoveHasNoLabels. It includes a "GALLERY" section with a thumbnail of a man in a wheelchair smiling. At the bottom, there's a "JOIN THE CONVERSATION" section with social media links for Twitter and Facebook, and a large "#LoveHasNoLabels" call-to-action.

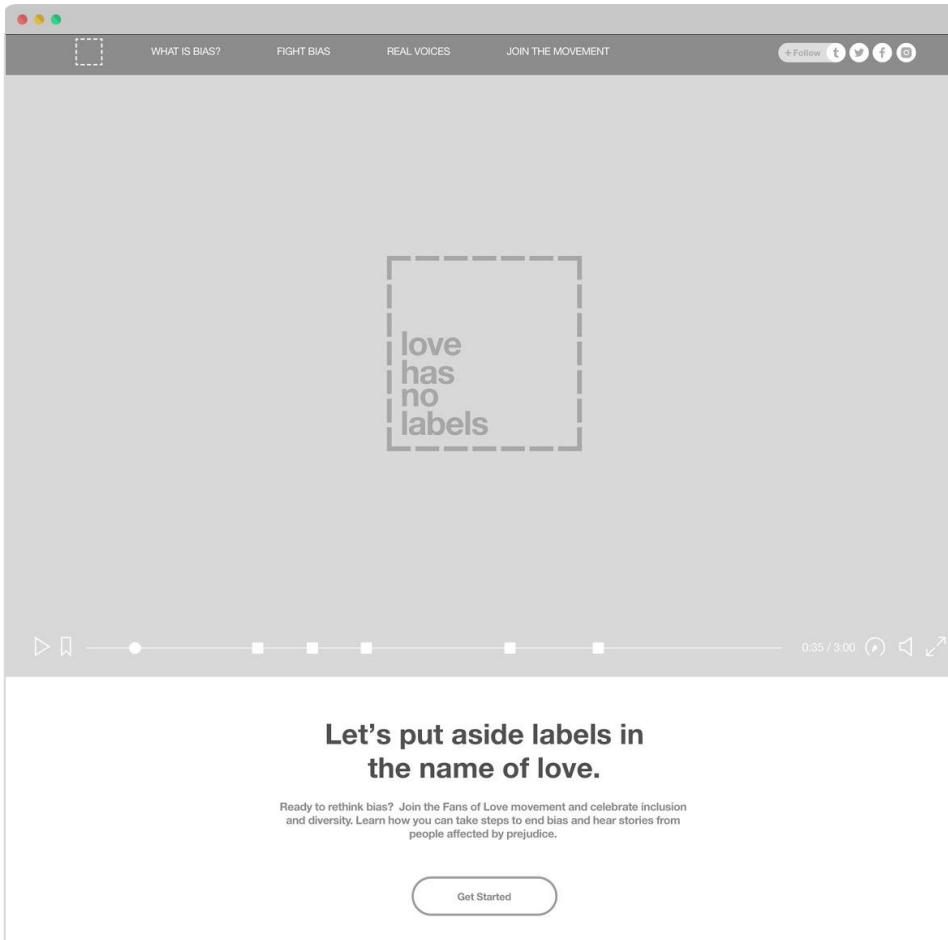
The screenshot shows the mobile version of the Love Has No Labels website. The layout is similar to the desktop version, featuring the main headline at the top. The "54m Americans are Latino" statistic is present. The "Photo uploader" and "Share how you love without labels" sections are also visible. The "Gallery" section shows a larger image of the man in the wheelchair. The "JOIN THE CONVERSATION" section at the bottom is partially visible. The overall design is responsive, with some elements like the photo uploader being scaled down for smaller screens.

Desktop

The screenshot shows the desktop version of the Love Has No Labels website. At the top, there's a large image of a man in a wheelchair. Below it, a black banner features the text "JOIN THE CONVERSATION" and the hashtag "#LoveHasNoLabels". There are social media links for Twitter and Facebook. A small note below the banner states: "By using the hashtags associated with Love Has No Labels, you agree that we can use your post and content as a Posting under our Terms of Use." The main content area lists "Our nonprofit partners and supporters:" with logos for AAPD, AARP, Perception Institute, ADL, SPLC Southern Poverty Law Center, and Human Rights Campaign. Below that, "Our supporters:" includes logos for Coca-Cola, P&G, State Farm, PEPSICO, Unilever, Bank of America, and Google. A footer at the bottom provides "Source material for this site provided by our nonprofit partners" and links to "Terms of Use", "Privacy Policy", and "Contact Us". The Ad Council logo is also present.

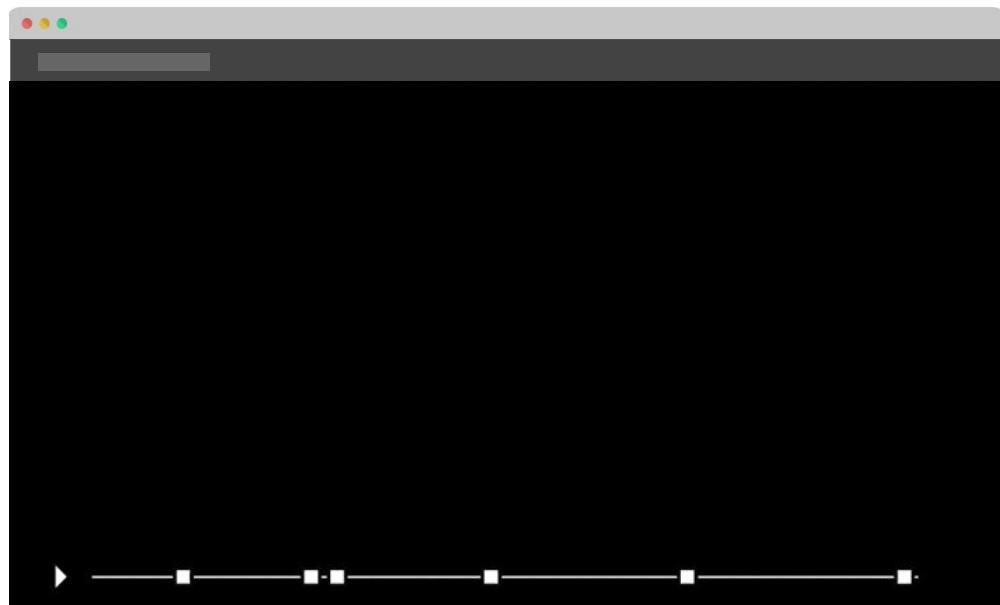
The screenshot shows the mobile version of the Love Has No Labels website. It has a similar layout to the desktop version but is adapted for a smaller screen. The main image of the man in a wheelchair is scaled down. The "JOIN THE CONVERSATION" banner and "#LoveHasNoLabels" are visible. The "nonprofit partners and supporters" and "supporters" sections are shown with their respective logos. The footer includes the "Source material for this site provided by our nonprofit partners" note and the Ad Council logo.

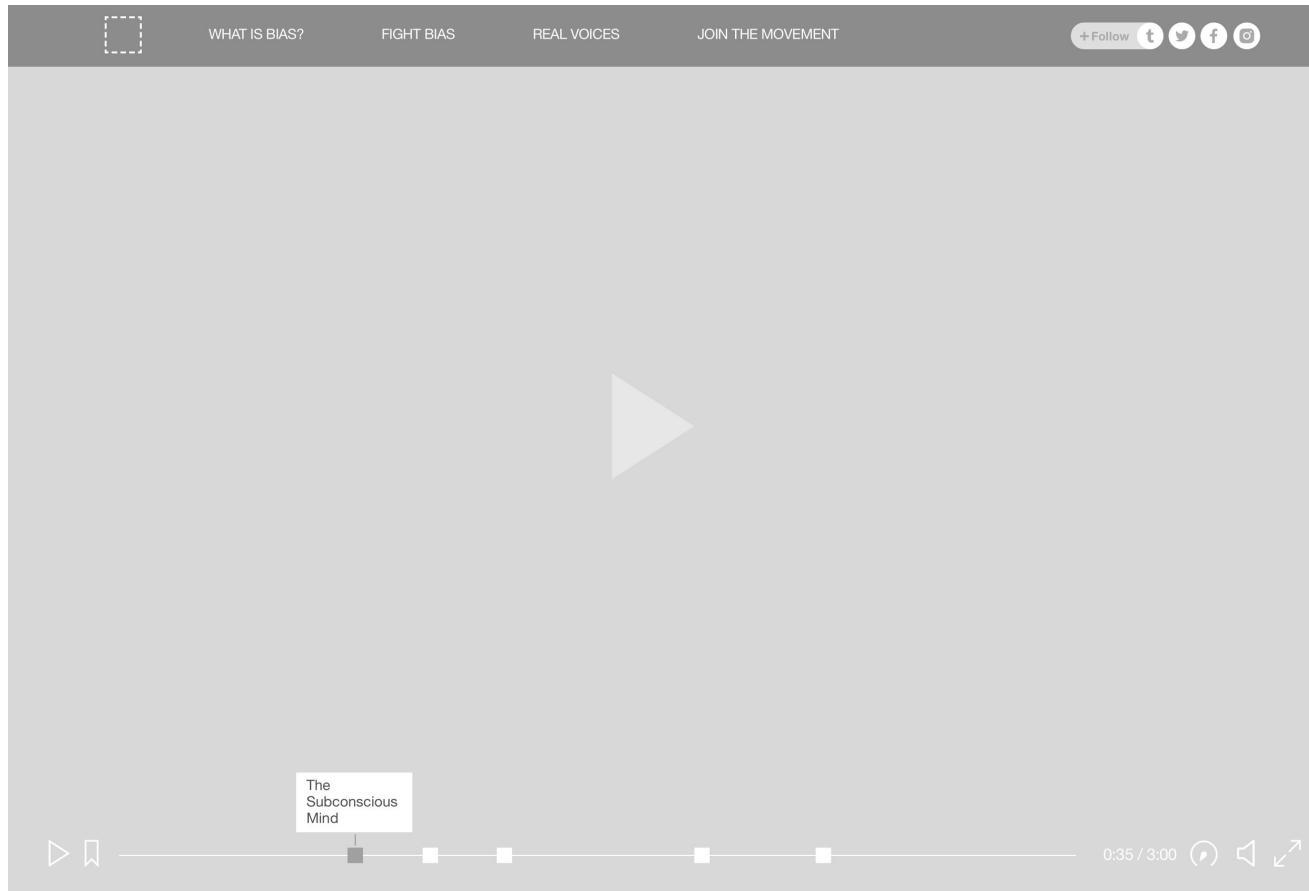
Desktop



Interactive Video

Content throughout the video triggers information that reinforces the brand message and links to the educational content within the website.





WHAT IS BIAS?

FIGHT BIAS

REAL VOICES

JOIN THE MOVEMENT

+ Follow

||

Did you know...

We do 98% of our thinking in our subconscious mind, and that's where we collect and store implicit biases.

Learn About Bias

▷ ⟲ 0:35 / 3:00 ⏴ 🔍 ↗

WHAT IS BIAS? FIGHT BIAS REAL VOICES JOIN THE MOVEMENT

+ Follow

Real voices

People of every gender, race, disability, age, sexuality, religion encounter bias daily. Read their stories and learn how to help.

Read the stories

▷ 0:35 / 3:00

The screenshot shows a web page with a dark gray header bar. On the left is a square icon with a smaller square inside. To its right are four navigation links: "WHAT IS BIAS?", "FIGHT BIAS", "REAL VOICES", and "JOIN THE MOVEMENT". On the far right of the header are social media icons for Twitter, Facebook, and Instagram, along with a "Follow" button.

The main content area has a large dark gray rectangular background. In the center is a large white play button icon. Below it, the text "[interviews]" is displayed in a small, light gray font.

At the bottom of the page is a video player interface. It features two smaller video thumbnails side-by-side. The left thumbnail is labeled "We Are America" and the right one is labeled "Love Has No Labels", both in white text. Each thumbnail has its own white play button icon in the center. Below these thumbnails is a horizontal progress bar with several small white squares indicating the video's duration. To the right of the progress bar, the text "0:35 / 3:00" is shown, followed by a circular volume icon, a speaker icon, and a double arrow icon.

Gracias

Quiz

Strategy

Problem:

Once people become aware of their implicit bias, they feel powerless to it.

Insight:

Exposure to positive images of underrepresented groups can reduce implicit bias.

Strategy:

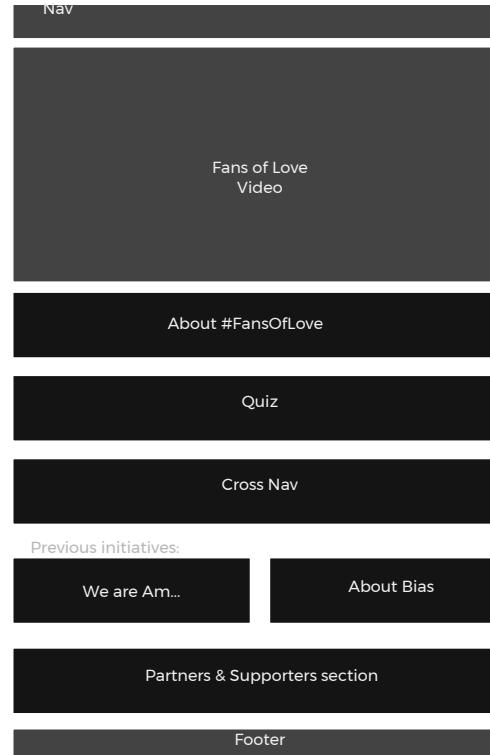
Use the quiz to inspire people to consume more Love Has No Labels content to slowly erode their implicit bias.

Experience

Interactive Video

Examples

Structure 02



Taxonomy



We Are
America



About
Bias



Stories



Tips



Gallery

- Play video
- Upload
- Social posts
- Stats
- About Bias CTA
- Gallery CTA
- Social links
- Partners/Supporters

- Play Video
- ADL Link (Download)
- Quiz
- Stories Section CTA
- Home CTA

- Stories x8
- Handbook PDF
- Quiz
- Tips Section CTA
- Home CTA

- Tips Carousel
- Caregiver guide PDF
- Quiz
- Stories section CTA
- Home CTA

- Faces of Love app
- Social feed IG + Twitter



Header



Footer

We are...
About
Stories
Tips
Gallery
Social Links

- Footer
- Terms/Privacy
- Contact

Taxonomy

We Are America

- Play video
- - Upload
- Social posts
- Stats
- About Bias CTA
- Gallery CTA
- - Social links
- Partners/Supporters

About Bias

- Play Video
- ADL Link (Download)
- - Quiz
- - Stories Section CTA
- - Home CTA

Stories

- Stories x8
- Handbook PDF
- - Quiz
- - Tips Section CTA
- - Home CTA

Tips

- Tips Carousel
- Caregiver guide PDF
- - Quiz
- - Stories section CTA
- - Home CTA

Gallery

- - Faces of Love app
- Social feed IG + Twitter

Header

- We are...
- About
- Stories
- Tips
- Gallery
- Social Links

Footer

- Footer
- Terms/Privacy
- Contact

- Redundant
- Inconsistent

Roadmap

Phase_01

- New Landing Page
- Navigation
- Header
- Footer

Phase_02

- Site redesign

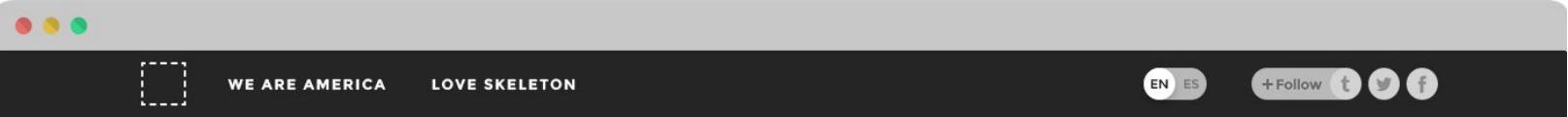
Site Architecture POV

Navigation bar

As LHNL welcomes a new campaign, the navigation bar is a key component of good usability and enables users to access deeper into the site experience.

Our recommendation is to introduce We Are America and Love Has No Labels at the same level and clean up the nav by adding a secondary level with all the current primary items this provides clear and prioritized key information while still allowing for a minimal re-skin of the current homepage, also sets up a system for future campaigns.

This approach proposes that users on land be driven We Are America landing as our default homepage.

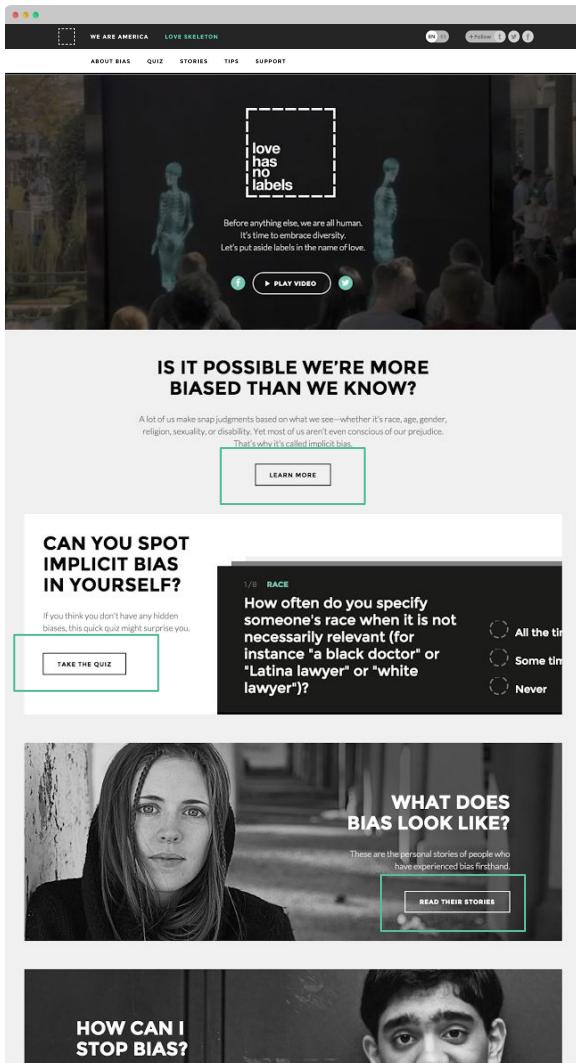




ABOUT BIAS QUIZ STORIES TIPS SUPPORT

Observations

1. Hierarchy allows users to navigate the site in a more seamless way.
 2. Secondary nav is not mandatory as each index page has a component leading from the homepage.



WE ARE AMERICA LOVE SKELETON

ABOUT BIAS QUIZ STORIES TIPS SUPPORT

EN Follow

love has no labels

Before anything else, we are all human.
It's time to embrace diversity.
Let's put aside labels in the name of love.

▶ PLAY VIDEO

IS IT POSSIBLE WE'RE MORE BIASED THAN WE KNOW?

A lot of us make snap judgments based on what we see—whether it's race, age, gender, religion, sexuality, or disability. Yet most of us aren't even conscious of our prejudices. That's why it's called implicit bias.

LEARN MORE

CAN YOU SPOT IMPLICIT BIAS IN YOURSELF?

If you think you don't have any hidden biases, this quick quiz might surprise you.

TAKE THE QUIZ

1/8 RACE

How often do you specify someone's race when it is not necessarily relevant (for instance "a black doctor" or "Latina lawyer" or "white lawyer")?

All the time
Some time
Never

WHAT DOES BIAS LOOK LIKE?

These are the personal stories of people who have experienced bias firsthand.

READ THEIR STORIES

HOW CAN I STOP BIAS?



Be prepared to deal with bias wherever it happens.

GET TIPS

**RAISE AWARENESS TO STOP
BIAS AND PREJUDICE.**



Take a look at our Social Media Gallery and join the conversation by using the hashtag #AvonInNatalie.

Looking to show your support?
Use one of your own photos to join

Open your friends', family's, and colleagues' eyes to bias and prejudice.
[Change this site](#)



Join the conversation
#LoveHasNoLabels



By using the hashtags associated with Love Has No Labels, you agree that we can use your post and content as part of our marketing efforts. Posting under our [Terms of Use](#).

OUR NONPROFIT PARTNERS



AARP

OUR SUPPORTERS



Source material for this site provided by our nonprofit partners.



Archive



Roadmap

Phase_01

- New Landing Page
- Navigation
- Header
- Footer

Phase_02

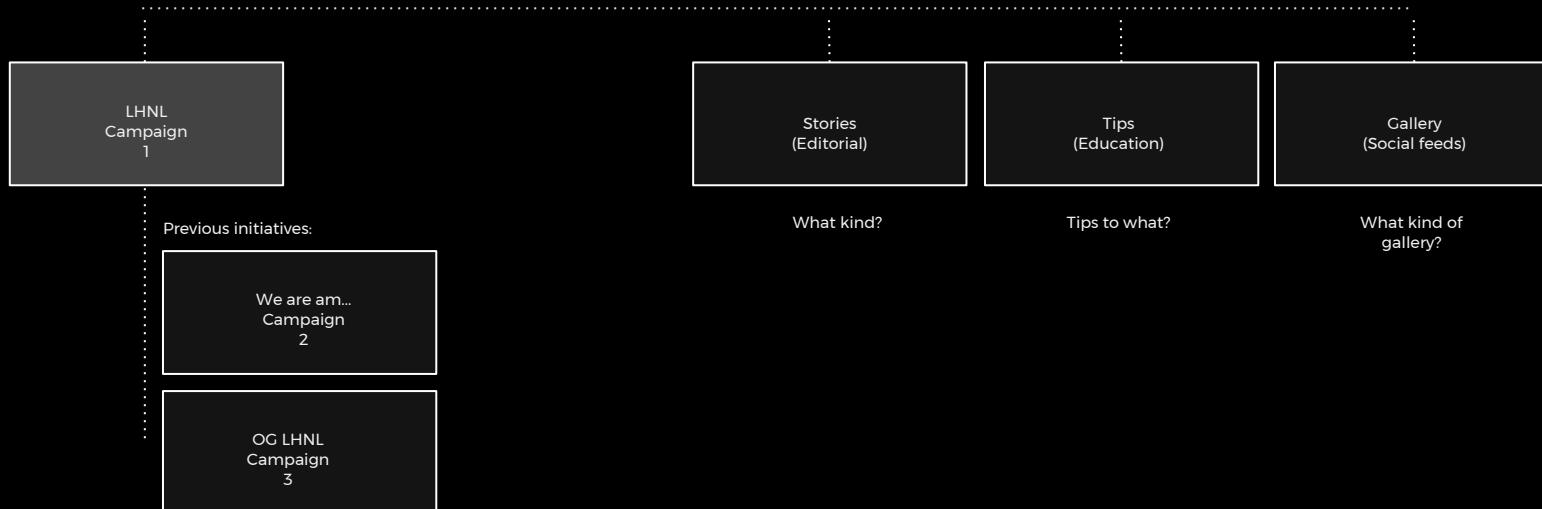
- Restructure
- Additional pages

Phase_03

- Site redesign



Information Model _ 04



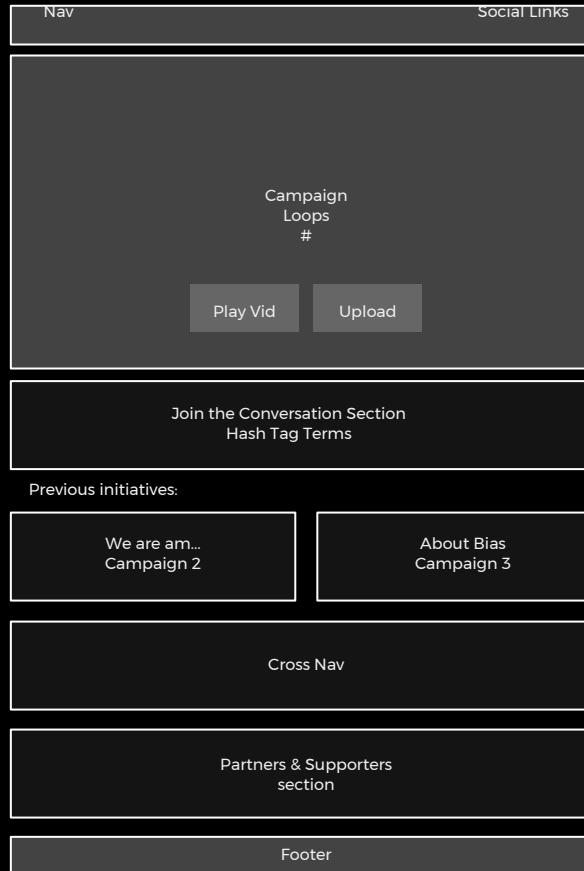


Phase_01 - Landing page structure

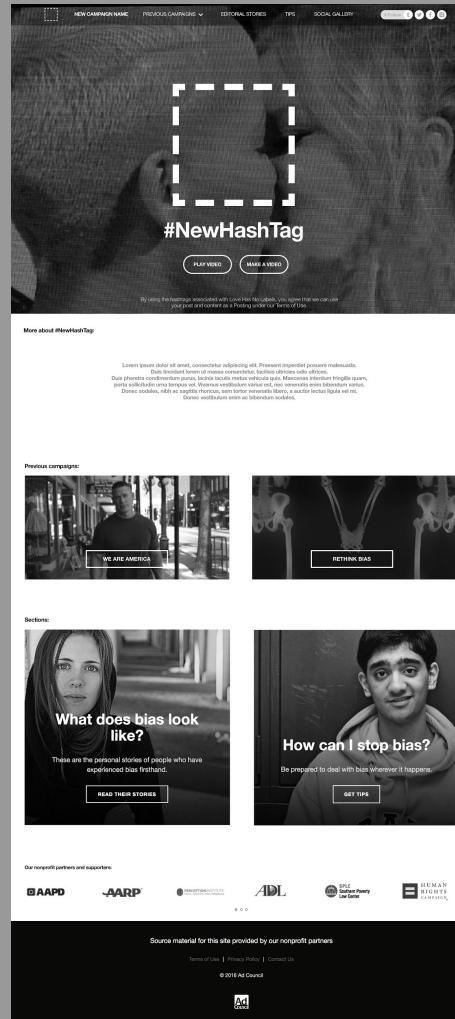




Phase_01 - Wire_01



Phase_01 - Wire_01e



Campaign media container

Campaign information

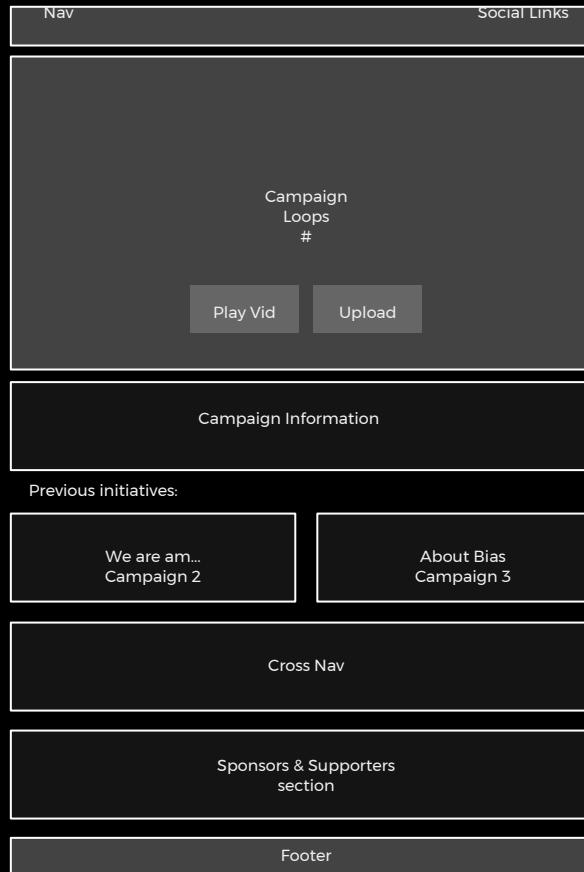
Prior Campaign links

Cross navigation

Partners & Supporters

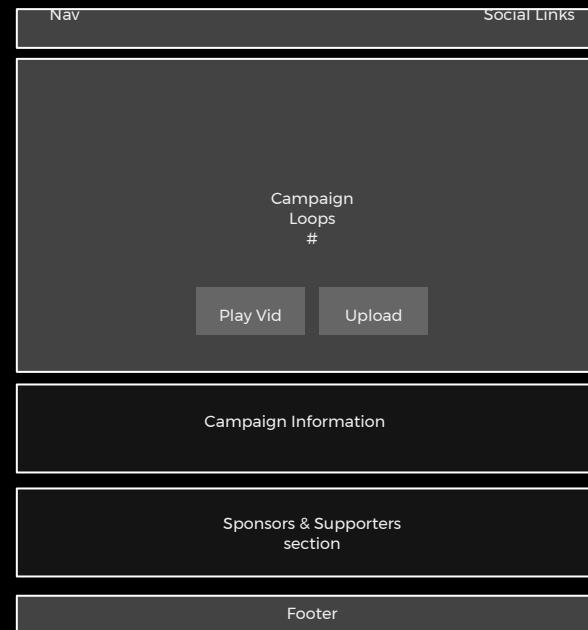


Phase_01 - Wire_02



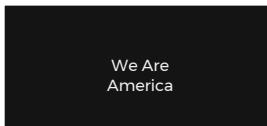


Phase_01 - Wire_03



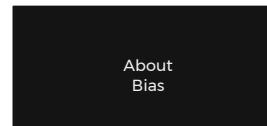


Taxonomy



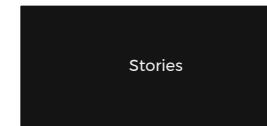
We Are America

- Media
- Play video
- Upload
- Social posts
- Stats
- About Bias CTA
- Gallery CTA
- Social links
- Partners/Supporters



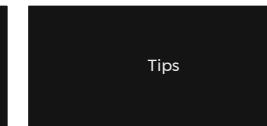
About Bias

- Play Video
- Info PDF
- Quiz
- Stories Section CTA
- Home CTA



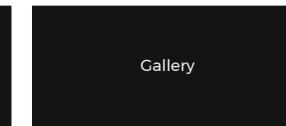
Stories

- Stories x8
- Handbook PDF
- Quiz
- Stories Section CTA
- Home CTA



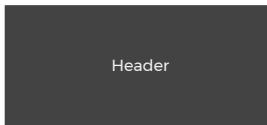
Tips

- Tips
- Caregiver guide PDF
- Quiz
- Stories section CTA
- HOme CTA



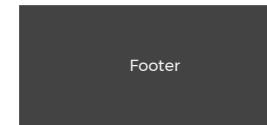
Gallery

- Faces of Love app
- IG + Twitter



Header

We are...
About
Stories
Tips
Gallery
Socials

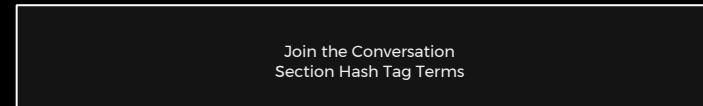
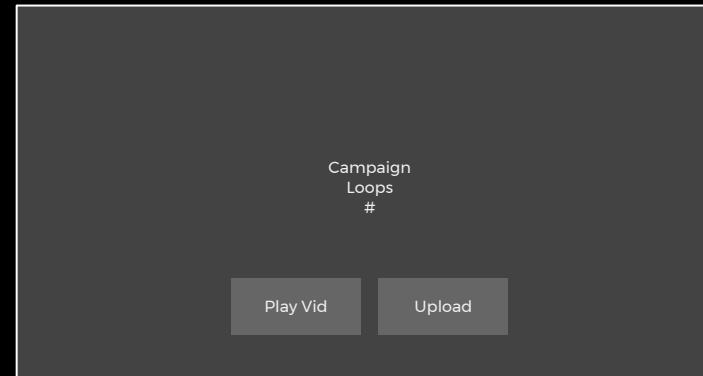


Footer

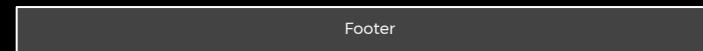
- Footer
- Terms/Privacy
- Contact



Phase_01 - Wires

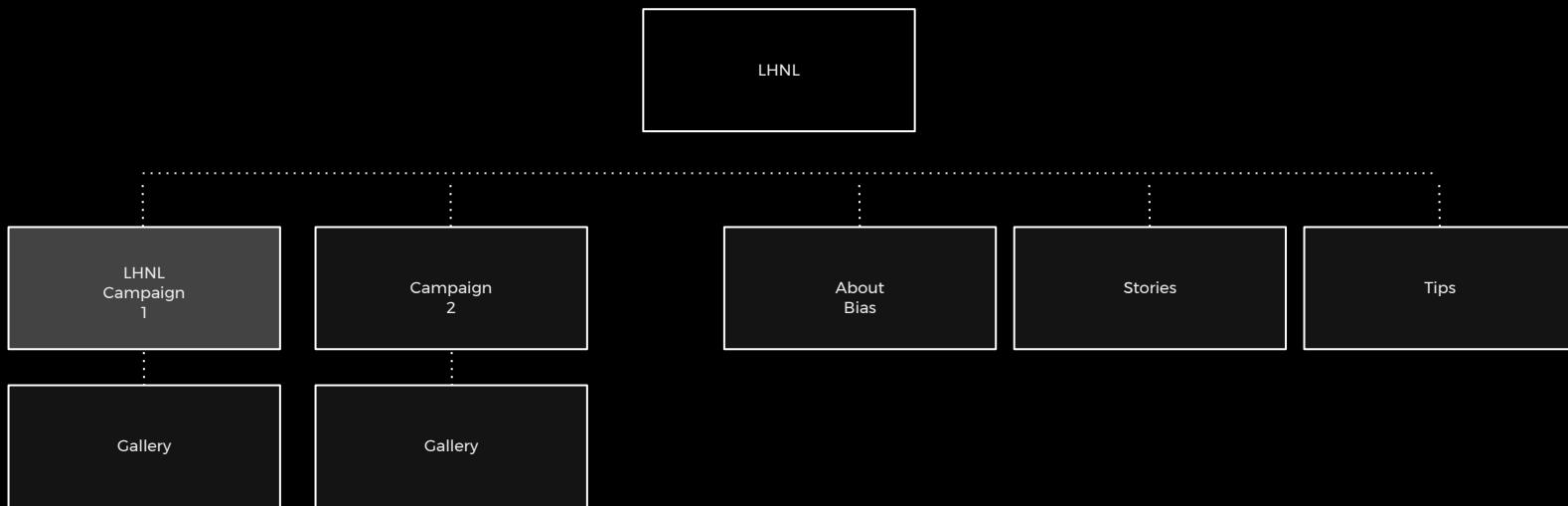


Previous initiatives:



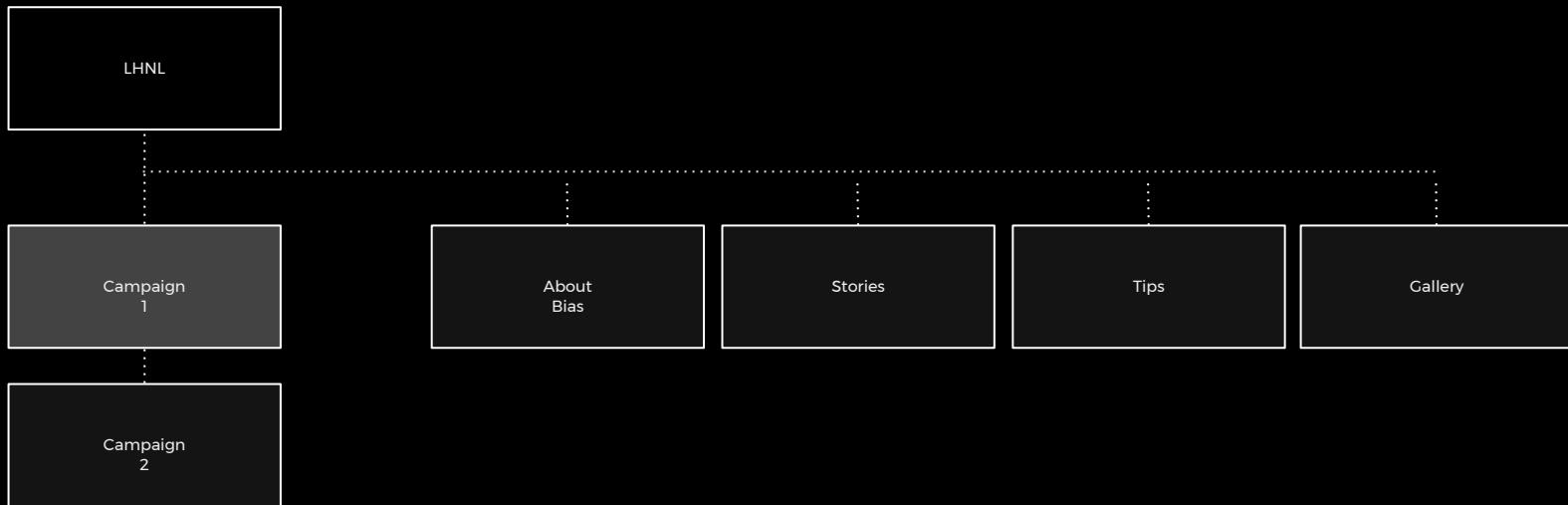


Information Model _ 01



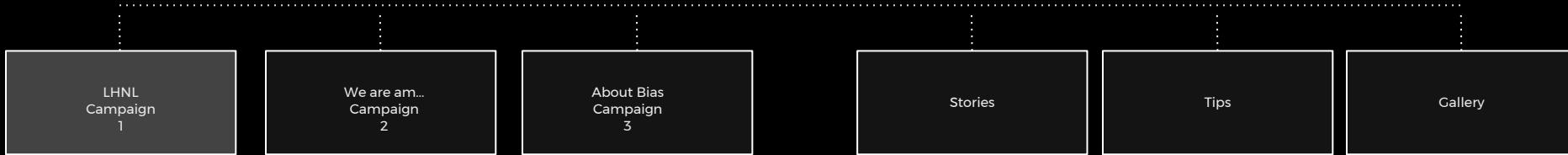


Information Model _ 02





Information Model _ 03



Desktop

The screenshot shows a campaign landing page. At the top, there's a navigation bar with links for 'NEW CAMPAIGN NAME', 'PREVIOUS CAMPAIGNS ▾', 'EDITORIAL STORIES', 'TIPS', 'SOCIAL GALLERY', and a search bar. Below the navigation is a large black-and-white photograph of a person's face. Overlaid on the photo is a dashed white square frame containing the text '#NewHashTag'. Below this frame are two buttons: 'PLAY VIDEO' and 'RAISE A VIDEO'. A small note at the bottom states: 'By using the hashtag associated with Love Has No Labels, you agree that we can use your video on our website or in our social media channels.' At the very bottom of the main content area, there's a link 'More about #NewHashTag:' followed by a long block of placeholder Latin text.

Confidential & Proprietary

60

Campaign media container

Revising WIP Aldo

Campaign information



Prior Campaign links

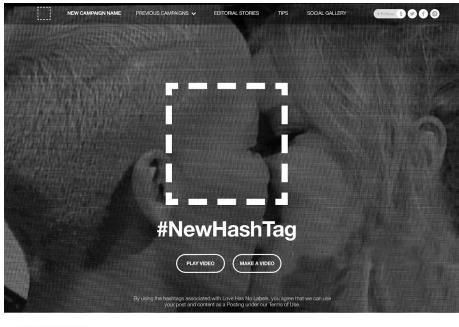
This section contains two cards. The left card is titled 'What does bias look like?' and features a woman's face. It includes the text: 'These are the personal stories of people who have experienced bias firsthand.' and a button 'READ THEIR STORIES'. The right card is titled 'How can I stop bias?' and features a young man's face. It includes the text: 'Be prepared to deal with bias wherever it happens.' and a button 'GET TIPS'.

Cross navigation

The footer section includes a row of logos for nonprofit partners: BAAPD, AARP, PROGRESSIVE INSURANCE, ADL, SPUR, HUMAN RIGHTS CAMPAIGN, and ADAPT. Below this, a dark banner contains the text 'Source material for this site provided by our nonprofit partners' and links for 'Terms of Use', 'Privacy Policy', and 'Contact Us'. At the bottom, it says '© 2016 Ad Council' and features the Ad Council logo.

Partners & Supporters

Mobile



Confidential & Proprietary

61

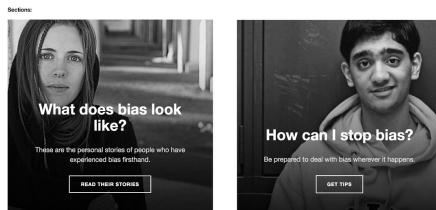
Campaign media container

Revising WIP Adam

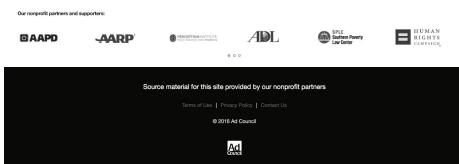
Campaign information



Prior Campaign links

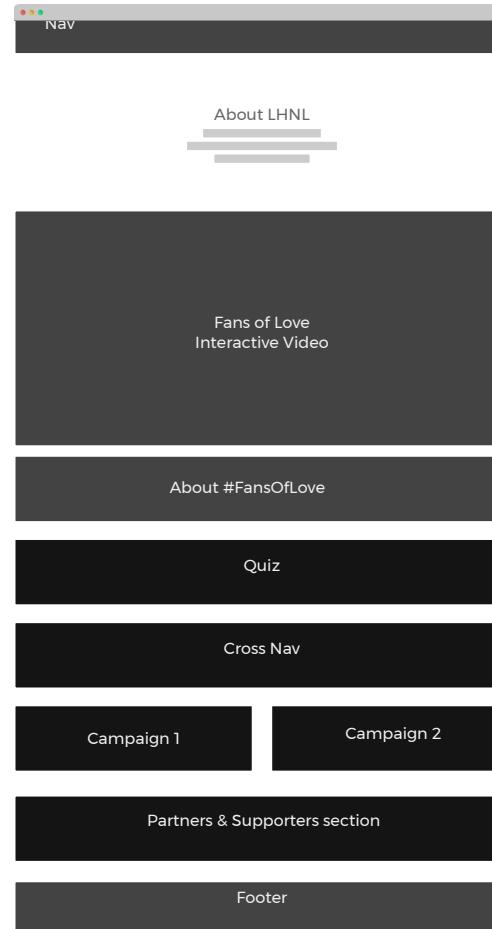


Cross navigation



Partners & Supporters

Structure 01

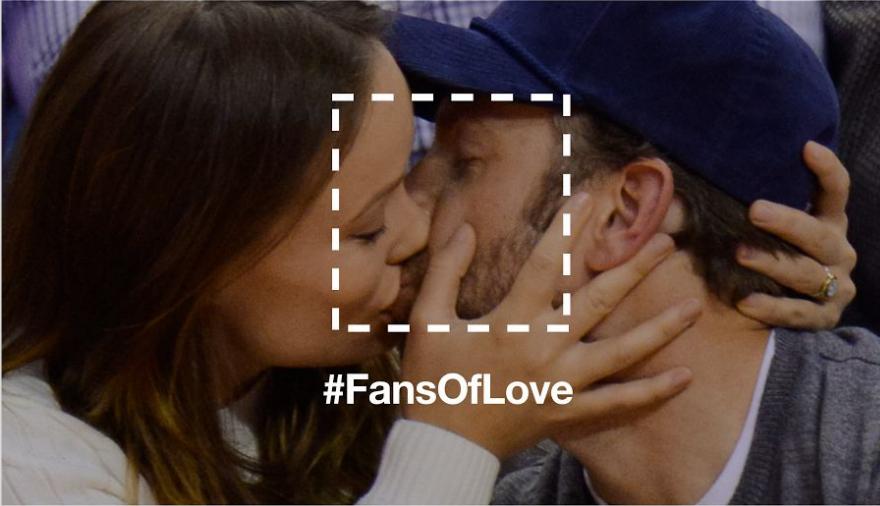


Desktop

The screenshot shows the desktop version of the website. At the top, there's a navigation bar with links: LOVE HAS NO LABELS, WHAT IS BIAS?, HOW TO FIGHT BIAS, STORIES OF BIAS, and SOCIAL GALLERY. Below the navigation, a large image of a couple kissing is displayed. A white dashed rectangular box highlights the text "love has no labels" which is overlaid on the image. Below this, the heading "Our mission:" is followed by a paragraph of text: "To end bias, we need to become aware of it. And then we need to do everything within our power to stop it. In ourselves, others, and institutions. The world will be a better place for it." At the bottom of the image, the hashtag "#FansOfLove" is visible.

This screenshot shows the "Our mission" section of the website. It includes the same "love has no labels" logo and the "Our mission" heading with its text. To the right, there's a smaller image of a couple kissing with the "#FansOfLove" hashtag overlaid. Below this, there's a section titled "About Fans of Love. Who are they?" with a link. Further down, there's a section titled "#FansOfLove" with two buttons: "Are you biased?" and "How can you fight bias?". At the bottom, there's a "Previous campaigns" section featuring thumbnails for "#WeAreNormal" and "#Skeletons". The footer contains standard links like HOME, LEARN, SIGN UP, and SUPPORT, along with social media icons.

Desktop



About Fans of Love. Who are they?

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex.

[READ MORE ABOUT BIAS](#)

JOIN THE CONVERSATION

#FansOfLove



Desktop

About Fans of Love. Who are they?

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX.

[READ MORE ABOUT BIAS](#)

JOIN THE CONVERSATION

#FansOfLove

By using the hashtags associated with Love Has No Labels, you agree that we can use your post and content as a Posting under our [Terms of Use](#).



Are you biased?

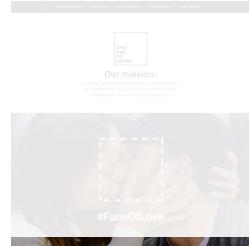
[TAKE THE QUIZ](#)



How can you
fight bias?

[JOIN THE FIGHT](#)

Our mission:
To challenge the notion that love has no labels by fighting bias and discrimination through education, advocacy, and action.



#FansOfLove

About Fans of Love.
Who are they?
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX.

#FansOfLove



Are you biased?

[TAKE THE QUIZ](#)



How can you
fight bias?

[JOIN THE FIGHT](#)

Previous campaigns



#WeAreAmerica

[EXPLORE](#)



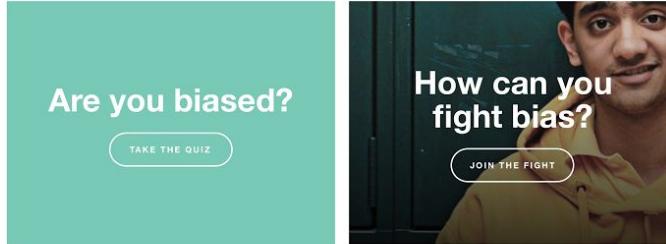
#Skeletons

[EXPLORE](#)

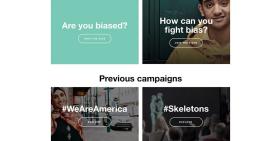
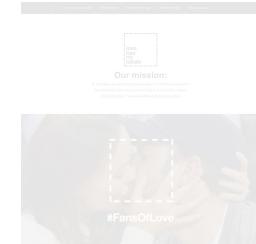
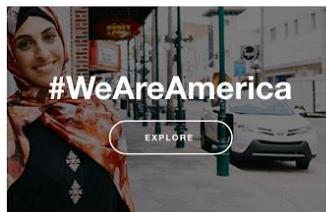
Previous campaigns



Desktop



Previous campaigns



Our nonprofit partners and supporters:



● ● ●



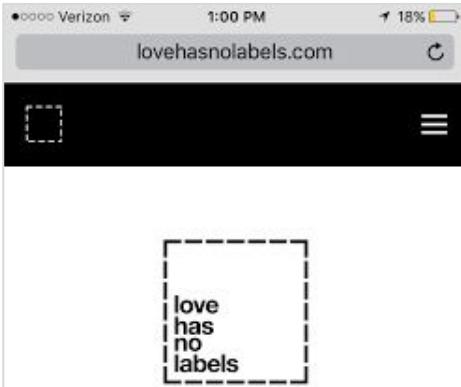
Source material for this site provided by our nonprofit partners

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© 2016 Ad Council

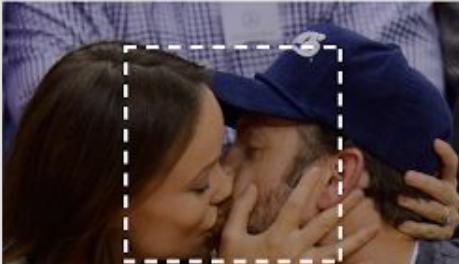


Mobile



Our mission:

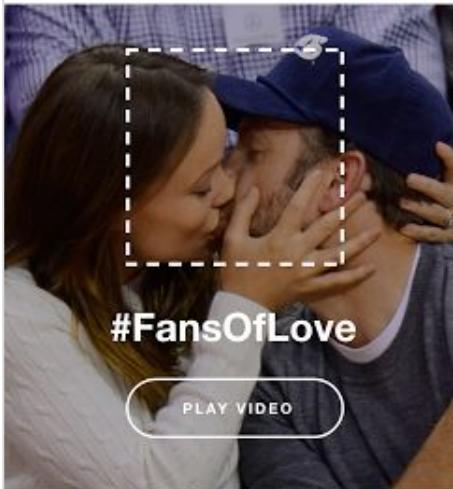
To end bias, we need to become aware of it. And then we need to do everything within our power to stop it. In ourselves, others, and institutions. The world will be a better place for it.



Mobile

Our mission:

To end bias, we need to become aware of it. And then we need to do everything within our power to stop it. In ourselves, others, and institutions. The world will be a better place for it.



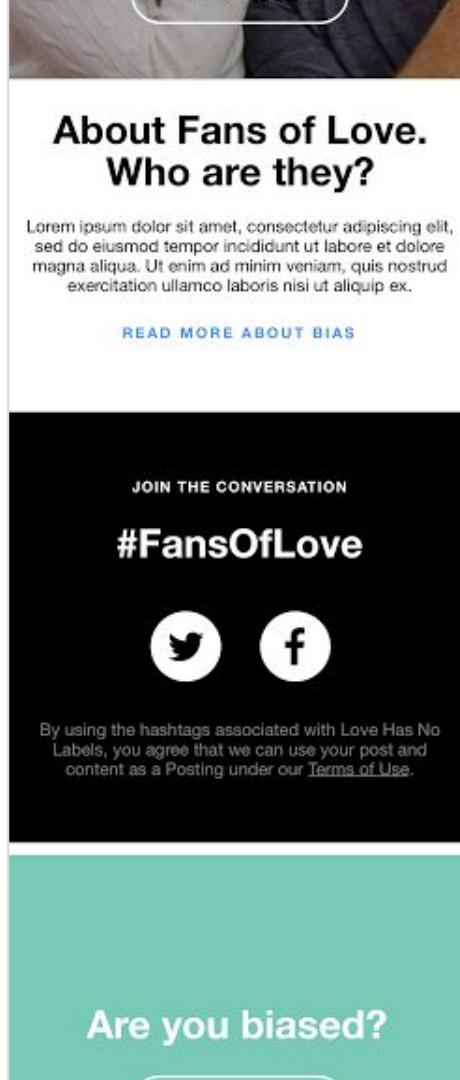
About Fans of Love. Who are they?

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex.

[READ MORE ABOUT BIAS](#)



Mobile



The mobile screen shows the 'About Fans of Love' section. At the top, there's a large image of two people. Below it, the title 'About Fans of Love. Who are they?' is displayed in a bold, sans-serif font. A block of placeholder text follows: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex.' A blue 'READ MORE ABOUT BIAS' button is located below the text.

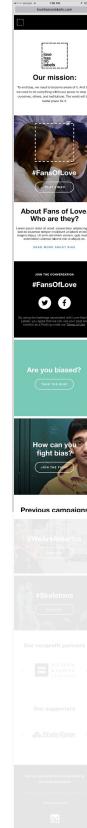
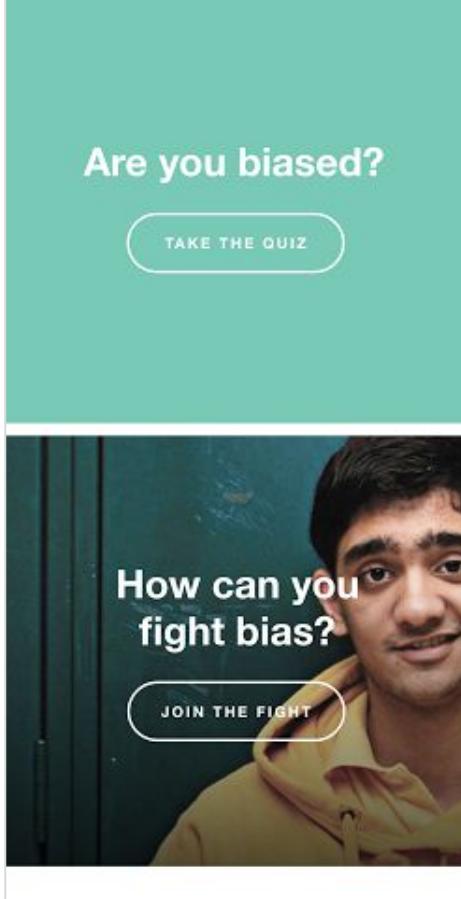
JOIN THE CONVERSATION
#FansOfLove

By using the hashtag associated with Love Has No Labels, you agree that we can use your post and content as a Posting under our Terms of Use.

Are you biased?



Mobile



Mobile

Previous campaigns

#WeAreAmerica

EXPLORE

#Skeletons

EXPLORE

Our nonprofit partners



Mobile



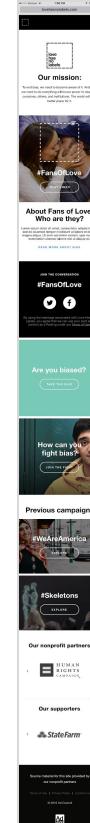
Our supporters



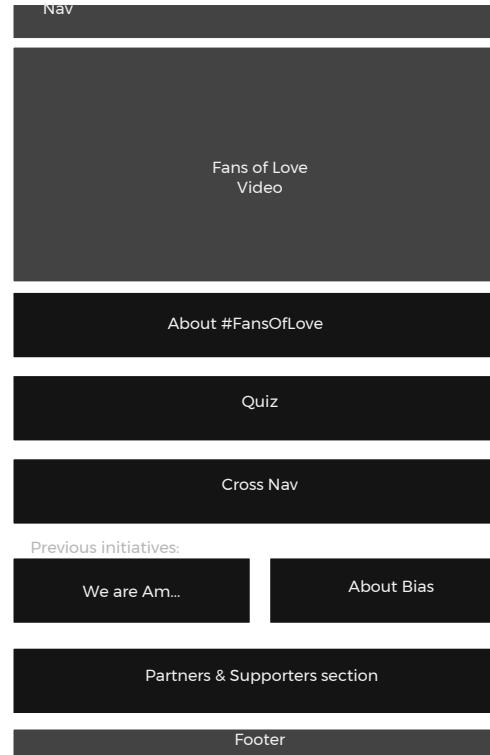
Source material for this site provided by
our nonprofit partners

[Terms of Use](#) | [Privacy Policy](#) | [Contact Us](#)

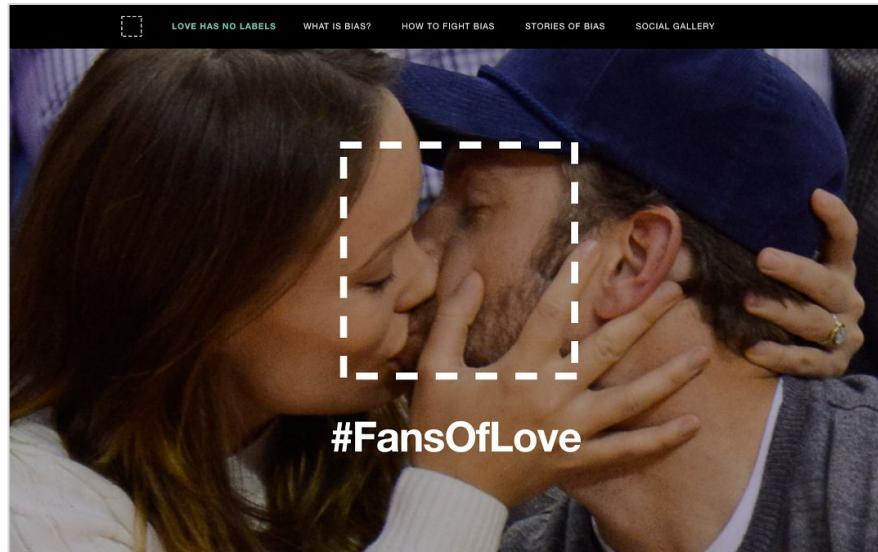
© 2016 Ad Council



Structure 02



Desktop



About Fans of Love. Who are they?

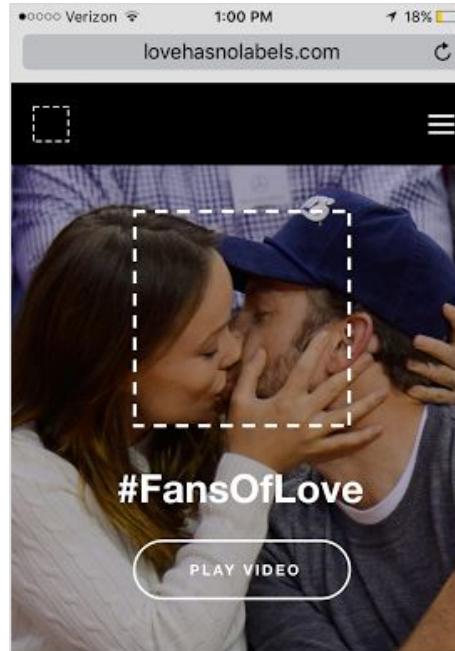
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX.

[READ MORE ABOUT BIAS](#)

JOIN THE CONVERSATION

#FansOfLove

Mobile

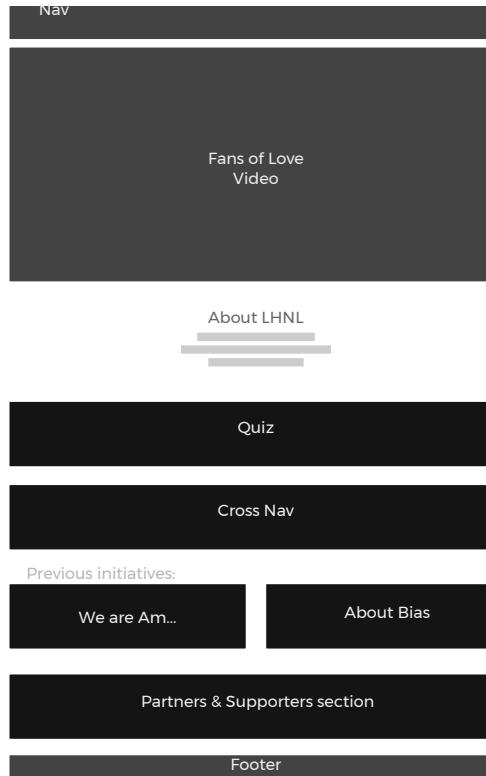


About Fans of Love. Who are they?

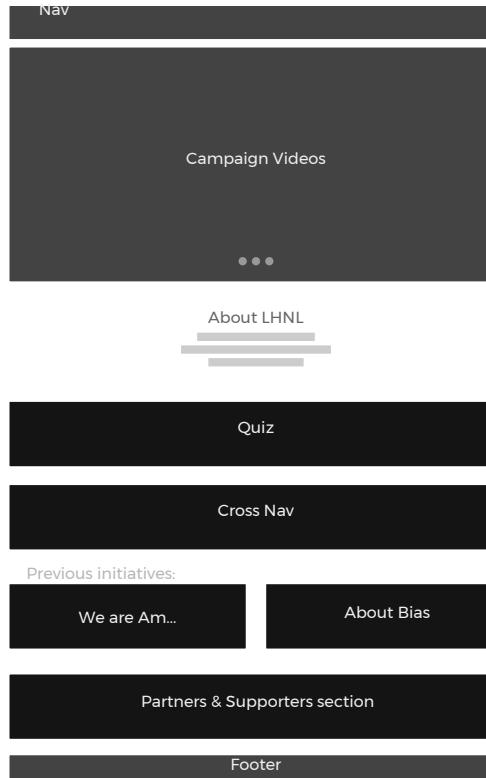
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex.

[READ MORE ABOUT BIAS](#)

Structure 02



Structure 02



Interactive Video

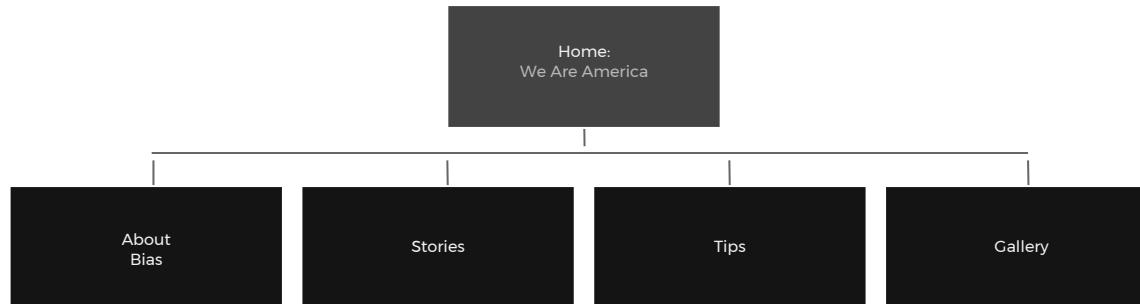
Moments



Navigation

Current

Should we even show
the current nav?



Desktop

Prejudice hides where you least expect it

Can you spot bias within yourself? This quick quiz might surprise you.

TAKE THE QUIZ

1/8 RACE

How often do you specify someone's race when it is not necessarily relevant (for instance "a black doctor" or "Latina lawyer" or "white lawyer")?

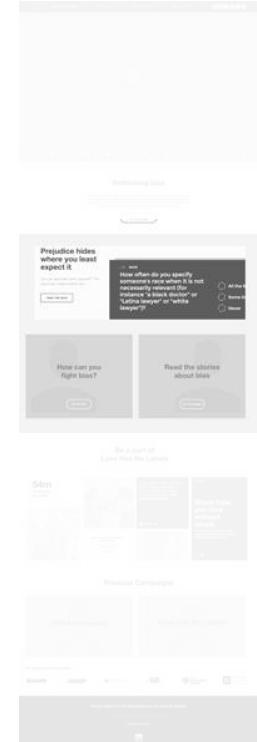
- All the time
- Some times
- Never

Start fighting bias

GO TO TIPS

Bias in their own words

GO TO STORIES



Desktop

The screenshot shows a desktop browser window displaying the Love Has No Labels website. At the top, there are two buttons: "GO TO TIPS" on the left and "GO TO STORIES" on the right. Below this is a yellow banner with the text "Join the Love Has No Labels movement". The main content area features a green box on the left containing the text "54m Americans are Latino" and a photo of a diverse group of people. To the right of this is a yellow box with the text "Share the message, spread the love, and speak out against hate! #LoveHasNoLabels" and the handle "@DaveSmith44". Further right is a dark green box titled "GALLERY" with the text "Share how you love without labels" and a link to a social media gallery. At the bottom of the main content area is a grey "Next" button.

Join the Love Has No Labels movement

54m
Americans are Latino

Share the message,
spread the love,
and speak out
against hate!
#LoveHasNoLabels

@DaveSmith44

GALLERY

Share how you love without labels

Take a look at our social media gallery and get involved using the hashtag #WeAreAmerica.

→

Previous Campaigns

The screenshot shows a desktop browser window displaying the Love Has No Labels website's "Previous Campaigns" section. It features a grid of campaign cards, each with a thumbnail image and a title. One card is highlighted with a red border. Below the grid is a "Next" button.

Be a part of Love Has No Labels

54m

Show how you love without labels

Previous Campaigns

Desktop

The screenshot shows the Ad Council website's main landing page. At the top, there's a navigation bar with three colored dots (red, yellow, green) on the left and a search bar with the placeholder "Search Ad Council" on the right. Below the navigation is a large banner featuring a black and white photograph of two people. To the right of the photo is a call-to-action button labeled "UPLOAD A PHOTO". Further right is a section titled "labels" with a sub-section "Take a look at our social media gallery and get involved using the hashtag #WeAreAmerica." Below this is a large green box containing two campaign sections: "#WeAreAmerica" and "Love Has No Labels". Each section has a large image, a title, and a button ("EXPLORE" or "WATCH"). At the bottom of the main content area, there's a section for "Our nonprofit partners and supporters" featuring logos for AAPD, AARP, Perception Institute, ADL, SPLC, and Human Rights Campaign. A footer at the very bottom contains links for "Terms of Use", "Privacy Policy", and "Contact Us", along with the copyright notice "© 2016 Ad Council".



Desktop

The screenshot shows a desktop browser window displaying the 'Love Has No Labels' website. The main header features a large play button icon. Below the play button, a yellow call-to-action box contains the text: 'Let's put aside labels in the name of love.' and 'Ready to rethink bias? Join the Love Has No Labels movement and celebrate inclusion and diversity. Learn how you can take steps to end bias and hear stories from people affected by prejudice.' It also includes a link '>Get started'. At the bottom of the yellow box is a 'More about bias' button. To the right of the main content area, there are two smaller windows showing mobile device mockups of the website.

LOVE HAS NO LABELS

WHAT IS BIAS?

STORIES OF BIAS

SOCIAL GALLERY

+Follow

Rethinking bias

Let's put aside labels in the name of love.

Ready to rethink bias? Join the Love Has No Labels movement and celebrate inclusion and diversity. Learn how you can take steps to end bias and hear stories from people affected by prejudice.

>Get started

More about bias

*The same thing happens again now with a gay female couple.
The cameraman again has to adjust the framing slightly to center them.*



9 million

Americans are lesbian, gay, or transgender. Celebrate the diversity that makes America, America. See the rest in our #WeAreAmerica initiative.

[Go to #WeAreAmerica](#)



Hear the stories behind Fans of Love

[Interviews]



We Are America



Love Has No Labels

