

LGBTQ+ Ad Organization Calls on Brands to Condemn World Cup Restrictions

According to a survey by the U.K.'s Institute of Practitioners in Advertising, almost half (49%) of all adults would respect brands more for speaking out around the Qatar World Cup. That statistic rose to 63% of 18- to 34-year-olds and was higher among men (52%) than women (47%) of all ages.

Following those insights, Outvertising, which represents and supports LGBTQ+ advertising professionals, has described the 2022 FIFA Men's World Cup as "a step backwards" for soccer as an inclusive sport due to the tournament being hosted in Qatar.

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