



24 JUL 2019

MediaCom and Skittles work together to make only one rainbow matter during Pride.

The famous 'Taste the Rainbow' slogan is an easy line to recognise and has been a part of Skittles' campaigns since 1994. For the fourth year running, Skittles gave up their rainbow for the LGBTQ+ Community in honour of Pride in recognition that, during this time only one rainbow matters.

Wanting to work closer with the LGBTQ+ community more than ever before, Skittles and MediaCom worked with four amazing artists, [Fox Fisher](#), [Thomas Wolski](#), [Kate Moross](#), and [Maia Boakye](#), to design limited edition packs to showcase what Pride means to them.

Every pack sold raises money for [Switchboard](#) which is a helpline for the LGBTQ+

community.

Working closely with the planning team, adam&eveDDB, Snapchat and Gay Star New



s, we developed some very exciting content which was seeded onto Snapchat. We created Story Ads with exclusive interview content from the Skittle pack artists, Fox Fisher, Thomas Wolski and Maia Boakye talking about their favourite Pride moments, what their Skittles pack represent, and much more.

A nationwide Snapchat lens and three filters were especially created for London Pride with a geofilter to ensure that Snapchat Pride celebrations were available to be seen across London throughout. The same will also be available for Manchester's Pride Weekend (23rd – 26th August) for anyone in the area.

But we didn't just stop there, we did some fantastic work on Twitter too.

Not only was a new emoji created to celebrate London Pride , #OneRainbow sat at the top of the trending hashtag spotlight, making it the top trending # across the whole of Pride London, over 5K mentions in fact!

And we saw some very familiar faces join in celebrating one love...

"Working collaboratively with MediaCom and Snapchat to create the filters and lens for Snapchat was really exciting! It was great to have Snapchat in the room and to be able to use their advice on creating best in class content." – Kitty Parker Brooks, Skittles Senior Brand Manager.

“As the Skittles Pride campaign is so iconic for the brand, it was a great project to work on and look at how we can develop the campaign from the previous years. We had several brainstorming sessions with media owners and the internal team to really think outside of the box and activate the “Only One Rainbow Matters” messaging across key pride periods. Overall, we are very happy with the campaign and pleased we were able to test some of the biggest creative ad formats across Paid Social.” – Rosie Pring, Senior Planner Buyer, Paid Social.

Special thanks to the team:

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