

# FREEMAN®

**CONTACT INFO**

CHELSEA ALLEN  
GOFREEMAN@FREEMAN.COM  
1-888-508-5054  
FREEMAN.COM

**CAMPAIGN:** PRIDE ACTIVATION

**CLIENT:** CAPITAL ONE

**AGENCY:** FREEMAN

**A PROUD WELCOME**

Fostering a diverse and inclusive culture is a top priority and fundamental to Capital One’s success as a company. They have created an open, transparent culture where associates have a voice, can contribute and be their best selves. And that very culture extends within their commitment to the communities and customers they serve.

“To feel a sense of belonging is a basic human need, and we feel strongly that cultivating a culture of belonging is not only what’s best for our associates but what’s best for our company,” said Meghan Welch, Chief Diversity and Inclusion Officer at Capital One.

Across the country, the brand illustrated this idea by creating Capital One Cafés, where consumers could get help from Ambassadors, sign up for workshops or free Money Coaching sessions, or kick back with a cup of coffee in a relaxed inviting atmosphere. To demonstrate its commitment to inclusion, Capital One wanted to create a special, temporary extension of the cafe concept during Pride month.



**A COLORFUL COMMITMENT TO INCLUSION**

In celebration of Pride Capital One designed an installation to showcase the brand’s welcoming and inclusive values in a bold and colorful way – while highlighting the history of the Pride movement and its work with Trevor Project.

This extension would showcase the brand’s welcoming and inclusive values, not only during Pride, but every day, all year. Capital One envisioned an installation that would “paint the town proud” and stand out. To bring that vision to life, the team designed an installation that would stand out day and night and shine bright.



**PAINTING THE TOWNS PROUD**

Over 500 feet of customized, multi-colored LED windows were outfitted at Capital One locations in both New York City and Washington, D.C. and illustrated messages reading, “A proud welcome” and “Proud together,” to emphasize their unwavering commitment to inclusion.

Both locations were featured prominently on social media by consumers who used the lighted structures as a beautiful and meaningful photo backdrop. David Auten and John Schneider of Debt Free Guys, and celebrity chef David Burkta were of the many who stopped by to show their support for the LGBTQ+ community during this milestone occasion.

The installation lit up the community with Pride in a way that was colorful, vibrant, and celebratory.

**CELEBRATING PRIDE**

The beautiful lighting designs made heads turn and brightened spirits during Pride in NYC and D.C. The temporary installations perfectly illustrated Capital One’s messages, “A proud welcome” and “Proud together,” while emphasizing its unwavering commitment on inclusion to these communities. Both locations were featured prominently on social media by consumers who used the installations as a unique and meaningful selfie backdrop. The team was thrilled with the project and said that “Freeman was the only vendor who could have turned this around for Capital One.” The brand will be expanding its Pride presence to more Café locations in the future.