

Make your ads accessible

28 January 2025

 Ad
 Accessibility
 Alliance

 Responsible
Marketing Advisory

WITH NOT FOR.

Agenda

Introductions

What is accessibility?

Why is accessibility important?

What access features exist for advertising?

Getting started

Q&A



Photo by Chona Kasinger for Disabled and Here



Michelle Yeadon

CPO

Responsible Marketing Advisory

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Emma Gardner

Co Founder/COO

With Not For



We're an independent marketing consultancy with deep multi-disciplinary expertise. We drive responsible growth for brands and publishers.



We're a disability founded talent and production agency that exclusively represents Disabled creatives. Supporting brands to work **WITH** and **NOT FOR** Disabled people



The Ad Accessibility Alliance

All Ads Accessible to All

It's coordinated by ISBA and Union des Marques (UDM) in France, with The World Federation of Advertisers (WFA) as a key sponsor.

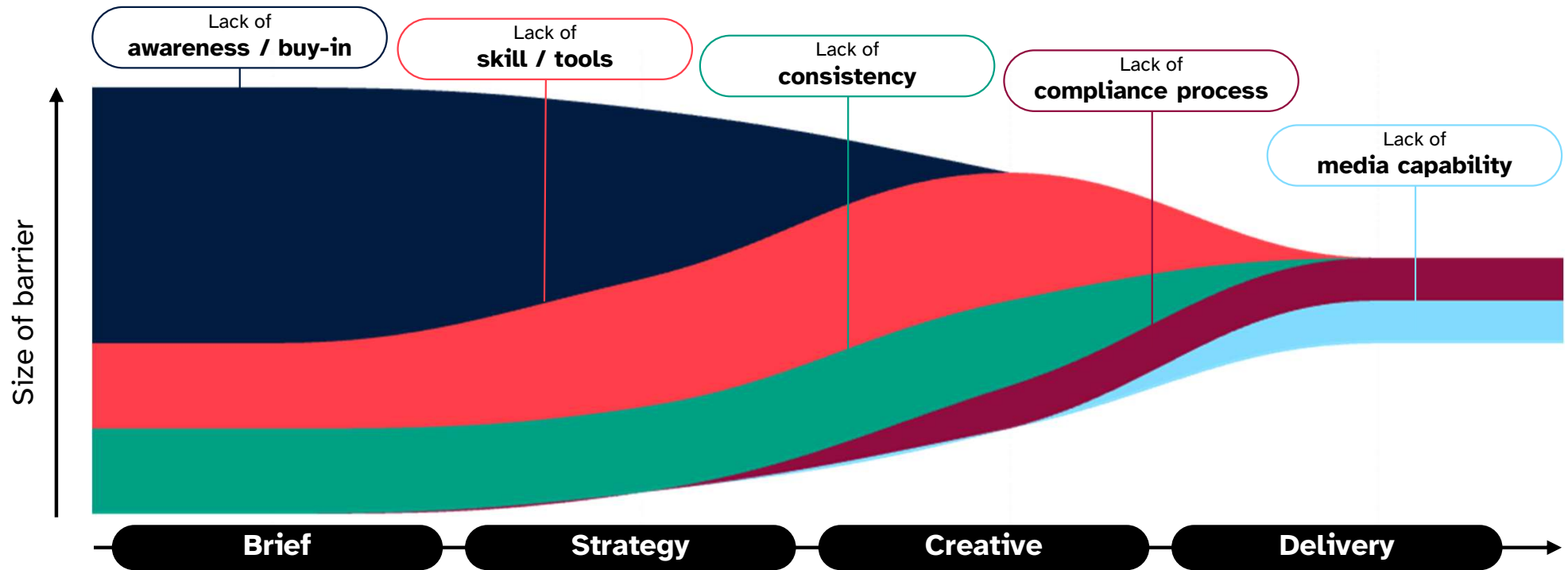
We aim to drive **awareness** to accelerate prioritisation, provide **education** and training on best practices, as well as improve **technology availability** and standards.

Our initial focus is on the solutions for **broadcast** and **digital media** that will deliver the most improvement for the most people.

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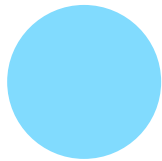


The Alliance has been working to address barriers along the whole value chain.



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We're driving progress in 3 key areas.



Awareness

We're driving awareness through member activation of programmes, comms and industry speaking engagements.



Capability

Our media publisher members are working to improve their capability.

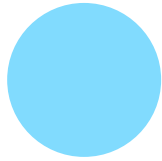


Guidance

We are soon to launch a free-to-access website with guidance and materials to aid the industry on their accessibility journey.



We've delivered impact in all 3 areas in 2024.



Awareness

- 2 annual community calls
- 2 sessions at Cannes Lions
- 11 speaking engagements
- Accessibility now a focus for **industry awards**



Capability

- **ITV** improved BVOD capability
- **Channel 4** delivered high rates of caption delivery for the Paralympics
- **Sky** roadmapped improved capability



Guidance

- **Comprehensive website** planned and drafted - currently in implementation

→ **More info coming later in this session**





Photo by Vic Moy

What is accessibility?



Accessible marketing is the use of inclusive design practices which make it possible for people with disabilities to fully experience a brand, receive and understand communication from it and take advantage of opportunities to engage with the brand, its services or its products.



Accessible advertising addresses each campaigns' ability to be experienced by people with disabilities. This may involve accommodating various access needs.

There are many types of access barriers.



Visual



Auditory



Speech



Motor



Cognitive



Neurodiversity

Permanent

Blind

Deaf

Non-verbal

Upper limb
difference

Brain injury

Dyslexia

Temporary

Cataract

Ear
infection

Laryngitis

Arm injury

Concussion

Stimming

Situational

Distracted
driver

Bartending

Unfamiliar
accent

Holding a
baby

Depression

Sensory
overload

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Source: Adapted from a Microsoft infographic

“The Social Model frames disability as something that is **socially constructed**. Disability is created by physical, organisational and attitudinal barriers and these can be changed and eliminated.”

Barbara Lisicki, disability rights activist

Use disability-inclusive language.

- Understand the difference between identity-first and person-first language
- Use identity-first language: “Disabled person”
- Use the language preferred by your disabled audience

RN
I:D | Supporting people
who are deaf, have
hearing loss or tinnitus

Deaf person

Person with hearing loss

R N I B

See differently

Blind person

Person with partial sight

Our aim is to develop ads that can be understood by everyone.

This means:

1. Budgeting and planning for accessible features
2. Planning the ad concept with accessibility being considered
3. Involving people with disabilities throughout the campaign process
4. Using access services that are available from media partners, or finding solutions when they aren't available
5. Ensuring accessible features go live with the ads

**Why is accessibility
important?**

Photo by Eleanor Martin



Why is accessible advertising important?

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Video commissioned and supplied by Diageo

A significant proportion of your audience can't understand your ads.



In the UK:

-  **1 in 3 adults** are d/Deaf, have hearing loss or tinnitus.²
-  **3% of people** are blind or partially sighted.³
-  **15% of people** have a neurodiverse condition.⁴

Even more of your audience use access features because they prefer it.






Subtitles
(captions)

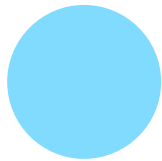
1 in 2 people use them most of the time.⁵

3 in 5 18-24 year olds prefer them.⁶

It delivers results.

-  + Positivity towards brands
-  + Brand cut through
-  + Brand consideration

It's becoming increasingly important.



Society

More scrutiny is being placed on accessibility. It's already required in other countries and the European Accessibility Act comes into effect this June.



Industry

It's being talked about more in trade press and at events. It's now more commonly required for award entries, such as for Cannes Lions 2025.



Brands

Brands are progressing on their journeys with more and more well known brands making commitments and running accessible campaigns.



**What are the
access features
available for
advertising?**



Photo by With Not For

There are 6 key ways to make your ads accessible.

For people who are
deaf or have hearing loss



Captions
(subtitles)



Sign
language

For people who are
blind or partially sighted



Alt text



Audio
description



Audio-led
narrative



Colour
contrast

We'll focus on 3 common media access features.



Captions (subtitles)

Text displayed at the bottom of the screen that transcribe the on-screen dialogue and key sounds or music.



Alt text

A brief text description of visuals, often read aloud by a screen reader.



Audio description

Voiceover narration that is played in parallel to the ad's main audio track describing the on-screen visuals.

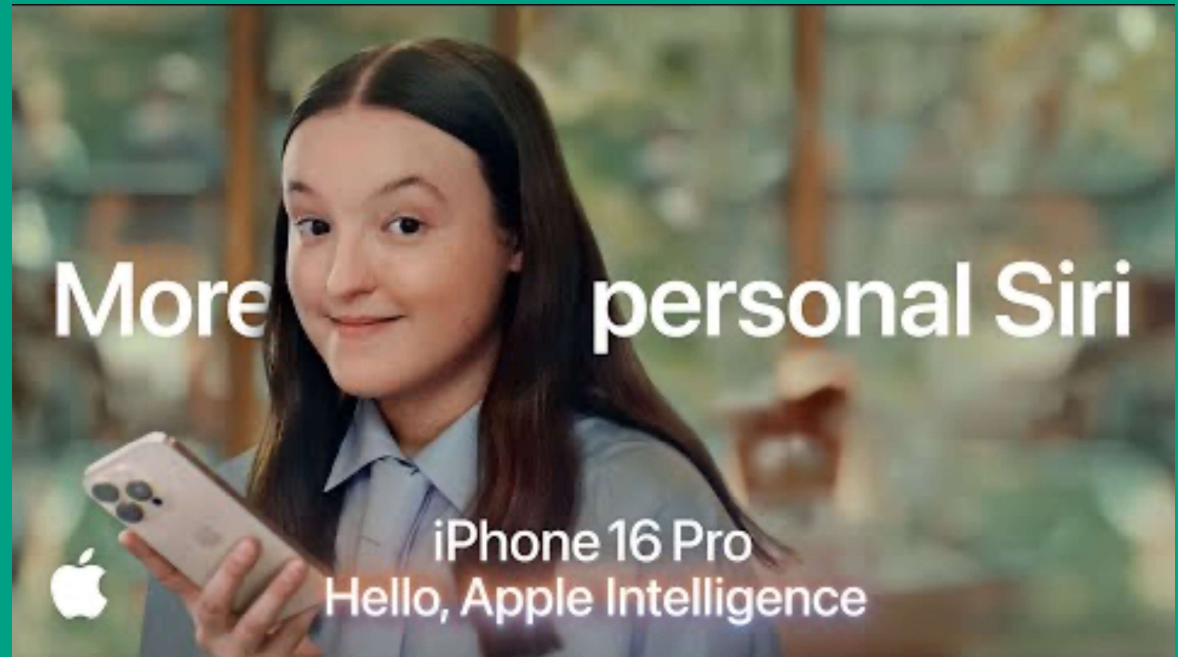
Captions

‘Closed’ captions are turned on and off by consumers.

‘Open’ captions are ‘baked in’ or ‘burnt in,’ meaning the text is permanently on screen.

Top tip: Make them legible, precise, synched to the audio and not obstructing important info.

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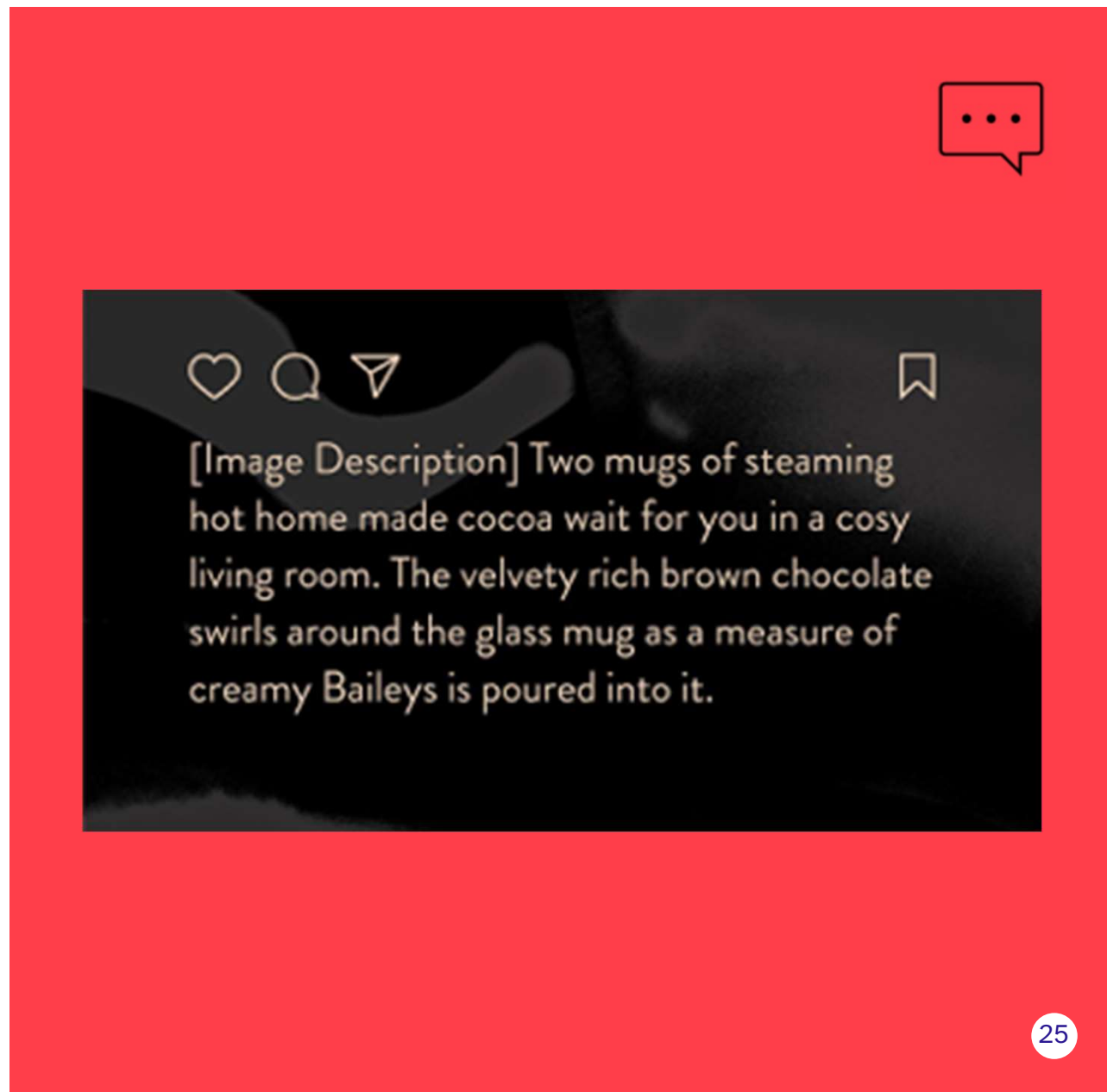
<https://www.youtube.com/watch?v=TPe8revsg3k>

Alt text

It can be hidden: a screen reader will read the text aloud or it will be converted to Braille.

It can be visible: This text can be included in social media post copy and prefixed with '[Image Description]' for those not using screen readers.

Top tip: Describe the most important thing first.



Audio description

It's **turned on and off** by consumers, most commonly available for linear TV.

The voiceover is inserted between the dialogue. It describes the most important on-screen visuals, ensuring the meaning and narrative of the ad are delivered.

Top tip: Leave room in your main script for audio description to be added.

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<https://www.youtube.com/watch?v=G7H4DuwHDPQ>

Food for thought.

Sometimes people go into too much detail.

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Video commissioned and supplied by Diageo

Costs are **lower** than you think.
Timings are **shorter** than you think.

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Captions

Cost (£): Low to mid hundreds

Includes transcription and synching

Time: ~1 day

Includes transcription and synching



Audio Description

Cost (£): Mid hundreds

Voice recording costs vary

Clearcast fees excluded

Time: ~4 days

Includes Clearcast review and clocking

Getting started

Find resources at adaccessibility.org

Making the case

- 8 reasons to prioritise it
- Audience sizes
- Effectiveness evidence
- How to build your case

Access features

- Explanations
- Best practice examples

Quick start guide

- 4 easy steps
- Intervening in a live process

Starting your journey

- Key steps to take
- How to run a pilot
- Briefing guidance

Operationalising

- Key steps to take
- Building a playbook
- Roles and responsibilities
- Collaborating globally

Media capability

- Broadcast
 - UK including clearance
 - France
 - Tech specs
- Digital
 - Requesting capability

Resources

- Supplier directory
- Articles guides, case studies and news (coming soon)

Tips for getting started



Champion

Make your business case and get buy-in.

Pilot

Start with a pilot campaign.

Collaborate

Involve external partners to support you.

Roadmap

Build a roadmap to deliver it.

Motivate

Incentivise your teams to deliver results.

Measure

Track your progress and work to improve.

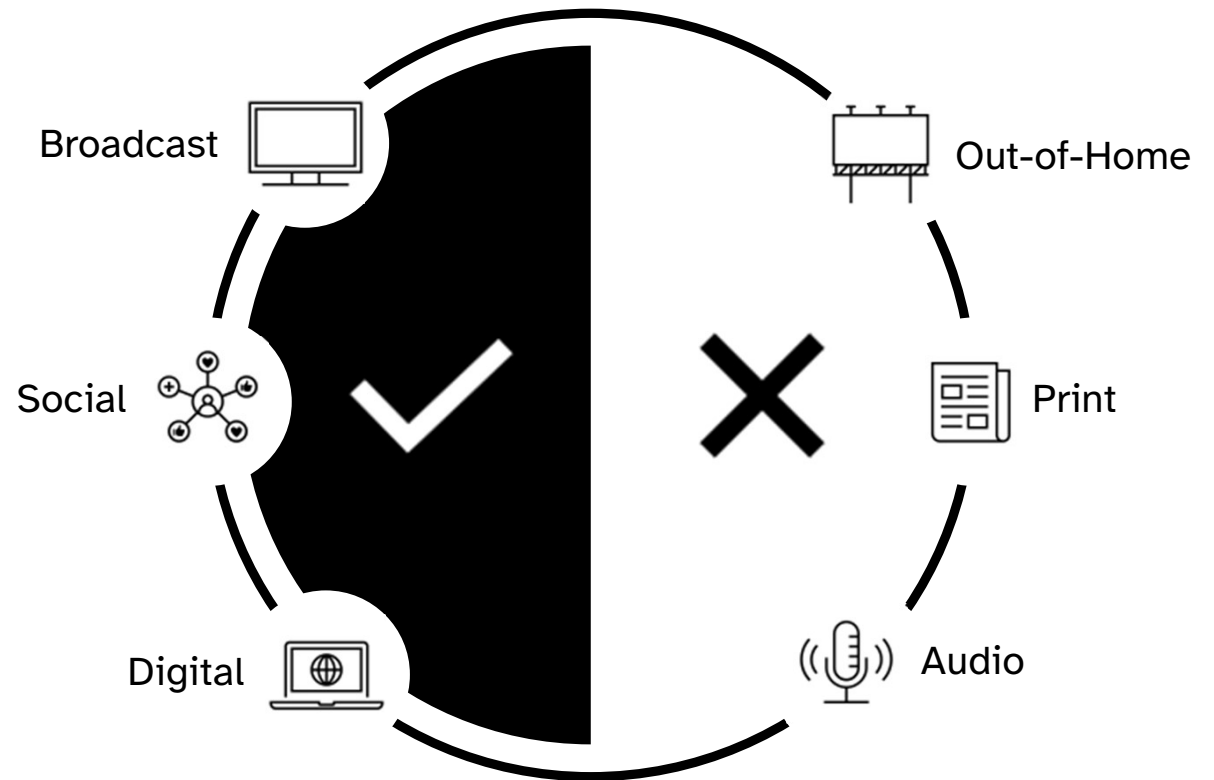
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Engage your media partners.

Publishers are on a journey themselves and most do not offer all the accessibility features everywhere.

Start an open dialogue to understand their capability and plans.

Partner with them to deliver new capability.



Likelihood of accessibility features being available

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9 goals for your operations

1 Briefing with clear deliverables, budget and timings

2 Ensuring its considered at the beginning and throughout the process

3 Providing clear roles and responsibilities

4 Defining the process and clearly communicating it

5 Sharing a company playbook with clear requirements

6 Providing training around accessibility features and best practice

7 Involving people with lived experience of disability throughout the process

8 Engaging with media partners and matching deliverables to capability

9 Measuring progress and optimising



We can help you from the business case to piloting, building a playbook, delivering training and overseeing compliance.

michelley@responsiblem.com



We can help you with authentic representation, fresh narratives and diverse talent, both on-screen and behind the scenes.

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Q&A