

Accessible advertising is a business imperative. It enables businesses to reach wider audiences and connect with them more effectively.



1 in 3 people have a disability or access need that can mean you aren't currently reaching them effectively with your ads.

- The disabled community and their family and friends are estimated to represent over \$13 trillion globally in annual disposable income. (Forbes)



For **people who are deaf or have hearing loss**, you'll need to supply subtitles on your videos.

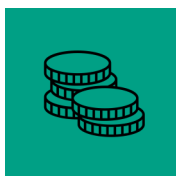


For **people who are blind or have low vision**, you'll need to supply audio description on your videos and alt text on your images.



Accessible ads deliver more business impact.

- Campaigns with subtitles deliver higher brand cut through and consideration. (Differentology)
- 7 in 10 people feel more positive towards brands that use subtitles. (Differentology)
- Audio described campaigns can deliver higher effectiveness. (Ipsos)



Costs to deliver accessibility are low, making return on investment very achievable. Timelines are quick.

- The production of either captions or audio description for a 30-second video ad typically costs in the mid-hundreds of British pounds.
- The production of alt text for a static image ad typically costs in the low to mid-hundreds of British pounds.
- It typically requires no more than four extra days in your production timeline to deliver these assets.

The Ad Accessibility Network has been working to deliver resources and guidance to help advertisers get started delivering accessible ads.

1

Put accessibility in the brief

2

Engage creative and production teams

3

Involve disabled people and experts

4

Deliver the proper files to media partners