

Accessible advertising drives business growth by ensuring more people are reached effectively through features that enable them to understand your ad.



## 1 in 3 people have a disability or access needs.

- 9 in 10 of them agree brands have a duty to ensure ads are accessible.

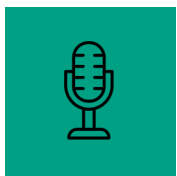
**Source:** The Valuable 500



## Start by adding subtitles to your ads.

- 7 in 10 people use subtitles to consume content.
- A test of three campaigns with subtitles found they delivered a 3-percentage point lift in both brand cut through and brand consideration.
- 7 in 10 people feel more positive towards brands that use subtitles.

**Source:** Differentology



## Level up with alt text and audio descriptions.

- John Lewis achieved a 22-point index lift in creative effectiveness with audio descriptions.
- Diageo achieved a 2.5-point lift in message affinity with alt text.

**Sources:** Ipsos & Meta



## Deliver brand lift by making all ads accessible.

- 8 in 10 disabled consumers say they would have an emotional response toward the brand.
- 6 in 10 say they would take a positive action toward the brand.

**Source:** Magna x Current Global

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