

GRAEae

# Accessible marketing: Key principles



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Introductions & sign-names



## Key disability statistics

- There are 12.9 million disabled people in the UK. Only 3.4 million disabled people are in employment (source: Scope).
- Life costs about £550 a month more if you're disabled (source: scope)
- More than 900,000 people in the UK are profoundly Deaf (source: RNID)
- More than 11m people in UK have some form of hearing loss, estimated to 15.6m by 2035 (source: RNID)
- In May 2016, 25% of disabled adults had never used the internet, vs10% of non-disabled adults (source: ONS)



## Social model of disability

The foundation for inclusive communication



## Language & Terminology

- Access requirements are relevant – not a 'condition' or 'impairment'
- If you're unsure, consult
- Community using certain terminology, doesn't give licence to non-community
- **Deaf** vs. **deaf**. BSL often a first language
- BSL is language in its own right with specific sentence structure/grammar



## Layering of access Not everything for everyone!



## Tools to consider

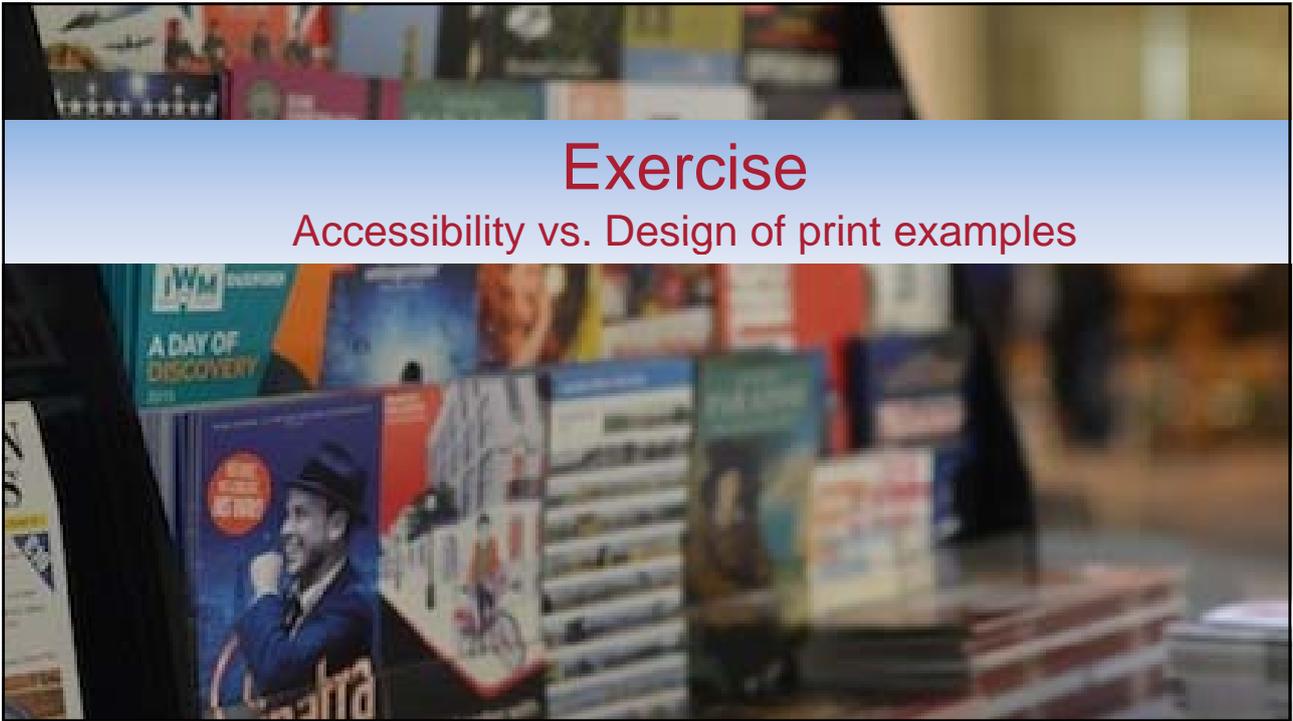
- [Audio flyer / audio introduction](#)
- [BSL video flyer / synopsis](#)
- Subtitled / captioned videos (burnt in)
- Large print & Braille
- Easy read synopsis
- Many of these don't need big budgets & can be done in-house
- Build into budget AND CAMPAIGN from the start, as well as prep time, especially for BSL translation.



AD: The bed is outlined in LED strips, lights flash, the couple start to move.



**Creative access**  
Try to integrate, not add on



# Exercise

## Accessibility vs. Design of print examples

**Print Example**

Image clear, high contrast text

Font style clear, line spacing good.

Link to BSL / audio content

Clarity and flow of information

Important info most clear

Don't split words over lines. End line where you'd put comma

Good colour contrast between font & background—print first in B&W

## Advertising- Online

Before

Too much here, too distracting



Text too small

After

Most important text is clear



Access banner

Allows for bigger image  
Clear borders  
Don't layer text over images

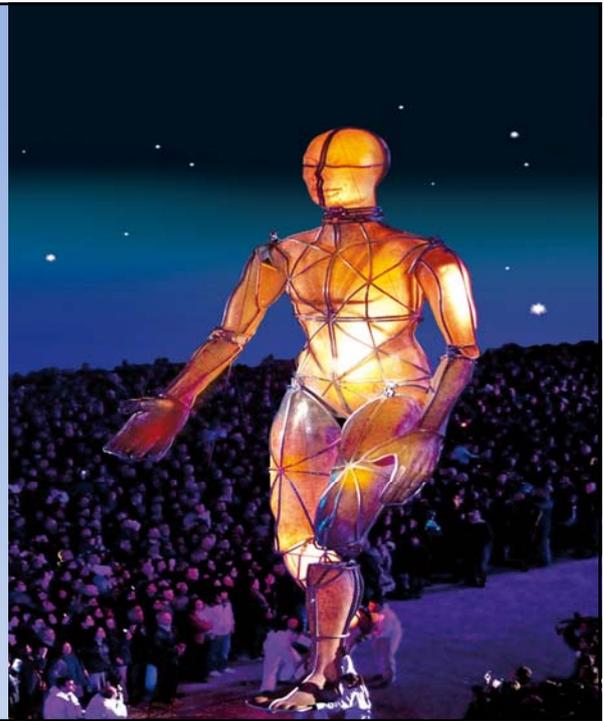
## Golden rules

- Use access logos as much as possible
- Brand vs. accessibility: don't lock people out!
- Not only Deaf & disabled people will benefit
- Good accessible design = good design
- Research local networks & groups – consult, include and don't assume!



## Websites & e-flyers

- Check the coding of your website is compatible with Screen Readers (SR). Consult VI people
- Think about ALT text & navigation
- Check your e-flyers & e-signatures work with SR
- Different versions of e-flyers for different audiences – e.g. audio/BSL
- Ensure all videos are captioned and if possible audio described



## Exercise

Audio description of sign-language names

## Social media

### Twitter:

- Works with screen-readers & easy to follow
- Easy to publish video, audio, photos etc
- Follow disability activists, campaigners & bloggers
- Connect with large Deaf & disabled community

### Facebook:

- Can be confusing to navigate, but mobile version more accessible
- No easy way to search for older content
- Embed videos & burn in subtitles

### Live streaming:

- YouTube live can be captioned
- Periscope videos can be saved & then captioned



Questions & thoughts?

