

**CLEARCAST**

#AdsForAll





# Make TV Ads Accessible

Have you considered making your TV ads accessible?

It's beneficial, not only for the millions of disabled people around the world, but for your brand, the industry and society at large.

And its achievable - with various ways to do it, and a growing number of solutions to some common challenges.

## The Options

Subtitles	
Audio Description	
British Sign Language (BSL)	
Smart Creative Choices	

## The Benefits

1

**Responsibility**

Without considering accessibility needs, many people are excluded and are left feeling frustrated and isolated. TV is for everyone, and ads should be no different.

98% of respondents agree that making ads accessible is important (Clearcast survey, 2023).

72% of people in the UK think all ads should be subtitled (SubText Digital research, 2021).

2

**Opportunity**

After spending time and effort on an ad, why then limit who can experience it? People living with disabilities make up the world's largest minority group. Ensure your message reaches them to increase brand awareness, improve ROI and demonstrate empathy and commitment to their needs.

More than one billion people worldwide live with some form of disability (disability and health, WHO).

In the UK, over two million people live with sight loss (RNIB) and 12 million with a hearing impairment (RNID).

# 3

## Relevance

The way we watch TV in the modern world has changed. Using subtitles is common - not only for those with hearing loss, but foreign language speakers, people with learning disabilities and just-about-anyone in the right circumstances (think phones on public transport, screens in the pub, or on low volume to not disturb housemates).

Young people are almost four times more likely than older people to use subtitles, despite having fewer hearing problems (Stagetext/Sapio Research, 2021).

**Our latest ad accessibility news & blogs:**  
[bit.ly/AdAccNews](https://bit.ly/AdAccNews)

**Any questions:**  
[communications@clearcast.co.uk](mailto:communications@clearcast.co.uk)

**To order subtitles or audio description:**  
please speak to your delivery provider

## The Challenges

The main barriers are cost, timings, creative considerations and lack of knowledge (Clearcast survey, 2023).

### Costs

- Check out various suppliers as costs can be cheaper than you think.
- Work in a budget line at the start of planning and have the conversation early with clients.
- Don't underestimate the 'purple pound' and consider the potential increase to your ROI.

### Timings

- As technology develops, turnaround times can be faster than ever.
- Work timings into planning and manage client expectations from the start.
- Know which stages of the clearance process you need to order/upload in (eg order subtitles at the final TVC stage).

### Creativity

- Consider it throughout planning to find innovative solutions. Treating it as an afterthought means it may dilute your original creative.
- Make small tweaks - as simple as mentioning your brand name in the VO!
- Remember accessible ads benefit everyone. Eg more audibility helps viewers whose attention is split with a phone screen.
- Get inspired with some examples (some can be found in the resources below).

### Knowledge

- Growing awareness and industry focus means there's now more resources to help, including:
- Clearcast 'Ad Accessibility Training' course.
- ISBA & Flock Associates 'Reframing accessible advertising' guidance.
- Thinkbox 'Accessible TV advertising' knowledge hub.
- egta 'Ad accessibility' knowledge hub.