

Including accessibility in your campaign brief

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Considering accessibility at the start of the process is essential for the smoothest process and most successful result. People with disabilities should be considered in your strategic process, and it's essential to integrate accessibility requirements into all key parts of the campaign brief. Below we provide guidelines to help successfully integrate this into all your briefs.

Key considerations

Integrate accessibility throughout

Integrating accessibility requirements into the brief successfully relies on more than specification – the commitment being made by the business should be clear, along with what level of compliance is required and how it will be assessed.

Plan the right time and budget

Additional production may be required depending on the brief, so additional time and budget should be calculated accordingly. Involving your production partner in the planning process can enable a realistic timeline and budget to be planned.

Assign roles and responsibilities

Clarify roles and responsibilities with your partners and determine if you will work with a specialist production partner that focuses on accessibility or require this of your main production partner. Consider creative testing and ensure that it incorporates accessibility.

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What to include in the brief

Below is a checklist to help you integrate accessibility requirements into your campaign briefs:

1. Overview

Outline the business's commitment to accessibility within the project overview.

Example: "We aim to ensure that all marketing materials are accessible to everyone, including people with disabilities. This includes but is not limited to, people who are blind, have low vision, are deaf, have hearing loss, have cognitive conditions, have motor disabilities or have neurodiversity. This commitment reflects our brand values of inclusivity, ensuring that no one is excluded from engaging with our content."

2. Contact

Appoint a point of contact within your team to be accountable for reviewing and approving the assets for accessibility as well as answering questions about compliance.

3. Requirements

Clarify that all campaign materials are expected to be made accessible in context of the media placements.

Example: "We expect all assets for this campaign to be made as accessible as reasonably possible for the media placement, and this includes ensuring that people who are blind, have low vision, are deaf, or have hearing loss are able to understand the assets."

4. Deliverables

Indicate exactly which accessibility materials are required to be delivered for each media placement in the plan.

- Consider that the standard accessibility materials for broadcast are captions (subtitles) and audio description, and you may wish to provide a sign language version. If this is not clear, work with your media partners to identify capability and exact specifications required. If your adverts will run on linear TV, expect to supply captions and audio description.

Example: "Caption files and audio description tracks are required for all videos with a TV placement."

Indicate the standard of compliance that is required.

- You may wish to cite the WCAG 2.1 AA or similar, or perhaps share your own internal best practice guidelines materials with your partners.

5. Timings

Include appropriate space within the timing plan to accommodate the production of accessibility materials.

- Below you'll find estimates for captions and audio description. You may wish to include additional time for review and quality assurance, and your production partner may require additional time for trafficking and admin tasks.

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Captions: A 30-second TV advert is likely to require around one day for production of captions. This estimate includes transcription and syncing.

Audio Description: A 30-second TV advert is likely to require around one day for production of audio description. This estimate includes scripting, recording and editing; however, expect to include 4 days additional time for Clearcast review and clocking.

Indicate on the timing plan when accessibility material drafts will be reviewed and approved.

6. Budget

Include appropriate budget allocation to accommodate the production of accessibility materials.

- Below you'll find estimates for captions (subtitles) and audio description. You may wish to include additional time for review and quality assurance, and your production partner may require additional time for trafficking and admin tasks.

Captions: A 30-second TV advert is likely to require a budget in the low to mid hundreds of British pounds for production of captions.

Audio Description: A 30-second TV advert is likely to require a budget in the mid hundreds of British pounds for production of audio description. Costs can vary more widely than captions due to variances in production costs for voice recording.

Requirement specification

Use **Audio Description** to communicate the visuals to people who are blind or have low vision:

- Where the creative can accommodate it, provide a voiceover in the main audio track that communicates the brand and essential narrative in the visuals.
- Where the creative cannot accommodate it but the media capability supports a separate audio description track, provide one that communicates the brand and essential narrative in the visuals.

Note: Audio description scripts and recorded tracks require regulatory approval in the UK.

Use **Captions (Subtitles)** to communicate the sounds to people who are deaf or have hearing loss:

- Where the media capability exists for closed captions, provide this.
- Where it doesn't, consider providing open captions, where the captions are 'burnt in' or 'baked in' to the visual.

Note: On screen text as in open captions requires regulatory approval in the UK.

Learn more about specifications for broadcast from ExtremeReach [here](#).

Learn more about specifications for broadcast from Peach [here](#).