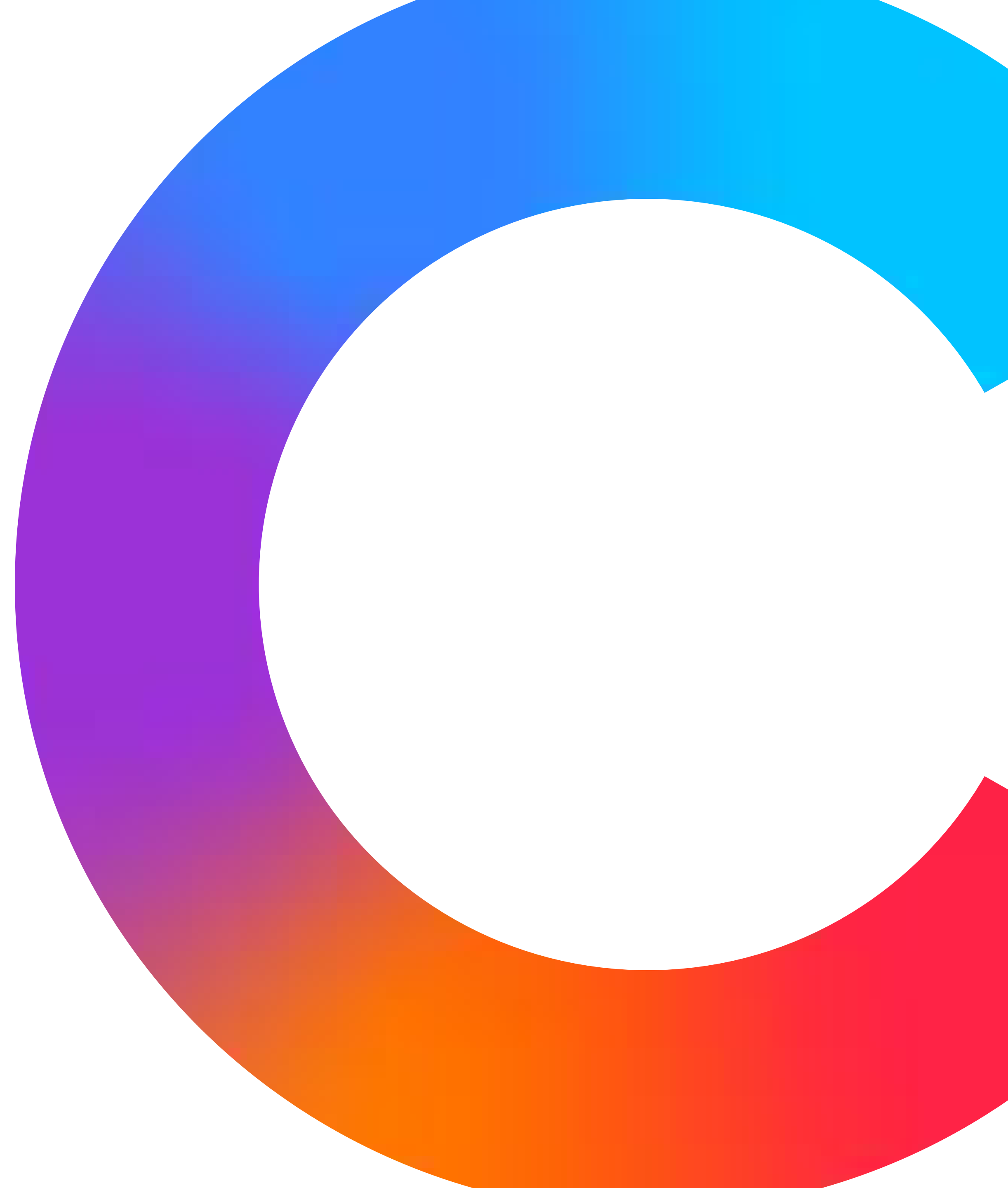


AD ACCESSIBILITY TASK FORCE MINI-GUIDE



The Ad Accessibility Task Force, a dynamic cross-agency working group of 20 peers from agencies across Europe, is led by the European Association of Communication Agencies (EACA). Operating alongside the Ad Accessibility Network led by ISBA, the Task Force represents the agencies' voice, tackling critical accessibility challenges at every stage. The working group is committed to establishing a gold standard for accessible content creation and enhancing collaboration with brands, ensuring that accessibility is seamlessly integrated into the entire campaign process within agencies' workflows.



WHY SHOULD A BRAND MAKE ITS CONTENT ACCESSIBLE

1 EXPANDING YOUR AUDIENCE

There are over 1.3 billion people worldwide* living with some form of disability, representing a significant portion of the population. By making your advertising accessible, you are ensuring that your message reaches everyone—including those with visual, auditory, cognitive, or physical disabilities. Neglecting this audience can limit your brand's reach and impact.

Source: The World Health Organization

2 MAXIMIZING PERFORMANCE (incl. SEO and Digital Performance)

Accessibility features, such as properly tagged images, skip to main content links, form field labels, tab order, transcripts, and captions, enhance SEO (Search Engine Optimization). This makes your digital advertising more discoverable on platforms like Google. Search engines favour websites and content that follow web accessibility guidelines, which can result in higher organic search rankings and better visibility. Report by Verizon Media and ad buyer Publicis Media found adding captions helped ad performance, contributing to an 8% lift in ad recall, a 10% lift in ad memory quality and a 13% lift in brand linkage.



3 ENHANCING BRAND REPUTATION

Modern consumers value inclusivity and social responsibility. Brands that are perceived as inclusive enjoy a stronger reputation, greater loyalty, and increased customer trust.* Accessible advertising shows that your company is committed to diversity and equality, values that resonate deeply with today's consumers. This can set your brand apart as a leader in its industry.

Source: The Unstereotype Alliance

4 LEGAL COMPLIANCE

Accessibility isn't just good practice; it's a legal requirement in many regions. In the US, the Americans with Disabilities Act (ADA) mandates that content be accessible to people with disabilities, while in the UK, the Equality Act 2010 enforces similar requirements. Ensuring your adverts meet accessibility standards can help you avoid potential lawsuits or fines, which have increased in recent years due to non-compliant digital content. In Europe, the European Accessibility Act (coming in 2025), has indirect implications for communications agencies. If these agencies use tools or platforms or create or manage digital content, such as digital advertisements, websites, or mobile applications, for clients that fall under the scope of the EAA, they will need to ensure that their services comply with accessibility standards.



5 IMPROVING USER EXPERIENCE FOR ALL

Accessible advertising improves usability for everyone—not just people with disabilities. For example, captions on videos help not only individuals who are deaf or hard of hearing but also viewers in sound-sensitive environments. High-contrast visuals and clear fonts make content easier to read for users with low vision, but they also improve clarity for people using mobile devices outdoors. Universal design benefits the entire audience.

6 LONG-TERM COST SAVINGS

Making your adverts accessible from the outset is cost-effective. Retrofitting non-accessible content after launch can be expensive and time-consuming. Investing in accessibility upfront reduces the risk of rework, legal costs, and missed opportunities in engaging potential customers.

7 REFLECTING THE VALUES OF MODERN CONSUMERS

Today's consumers expect brands to reflect values of inclusion, diversity, and equity. Millennials and Gen Z, in particular, are more likely to engage with brands that promote these ideals. An accessible ad campaign demonstrates that your brand is forward-thinking, empathetic, and attuned to the needs of a diverse customer base.



3 GOLD STANDARDS



The 3 gold standards represent the key foundational steps to introduce accessibility measures to advertising campaigns. They provide practical advice on how agencies can improve their understanding and execution of accessibility measures. The gold standards are the result of the collaboration of several marketing agencies, with the goal of integrating accessibility from the start.



PROVIDE ACCESSIBLE MULTIMEDIA CONTENT

Captions and Transcripts:

Ensure all video ads have accurate captions for those who are deaf or hard of hearing, and include transcripts for both video and audio content. Captions are different from subtitles in the sense that they include not only the spoken text, but also lyrics to music playing in the background, as well as descriptions of other sounds that appear in the video that are not represented visually.

Alt Text:

Alt text is a descriptive attribute added to an HTML element, commonly used with images, to provide a textual description of the content.

Audio Descriptions:

For visually impaired audiences, include audio descriptions that narrate important visual elements in the ad, ensuring they can follow along.

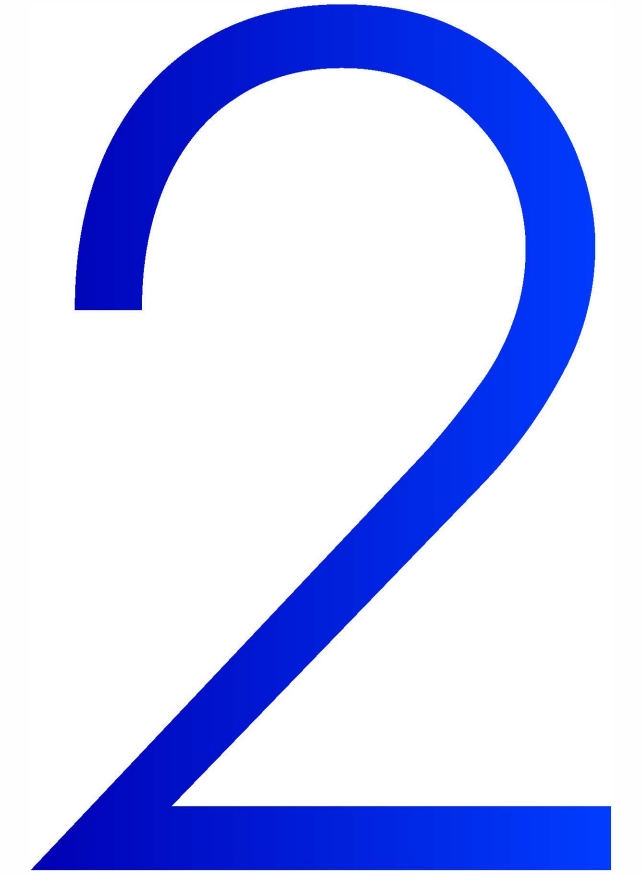
Avoid Autoplay:

Ensure multimedia doesn't autoplay or can be easily paused, as autoplay can be disruptive for many users, including those with sensory impairments.

An example of accessible ads can be seen [here](#).



ENSURE VISUAL ACCESSIBILITY



High Color Contrast:

Use a high contrast ratio between text and background colors to ensure that it's easy to read for people with low vision or color blindness.

Legible Font Sizes and Clear Typography:

Use large, simple fonts that are easy to read and scalable for mobile and desktop screens without losing clarity.

Don't Rely on Color Alone to Convey Information:

On graphs and diagrams, use different line styles to aid color blind users.



MAKE THE CONTENT KEYBOARD AND SCREEN READER FRIENDLY

3

Alt Text for Images:

Provide descriptive alt text for any images or graphics used in digital ads so screen readers can convey their content to visually impaired users.

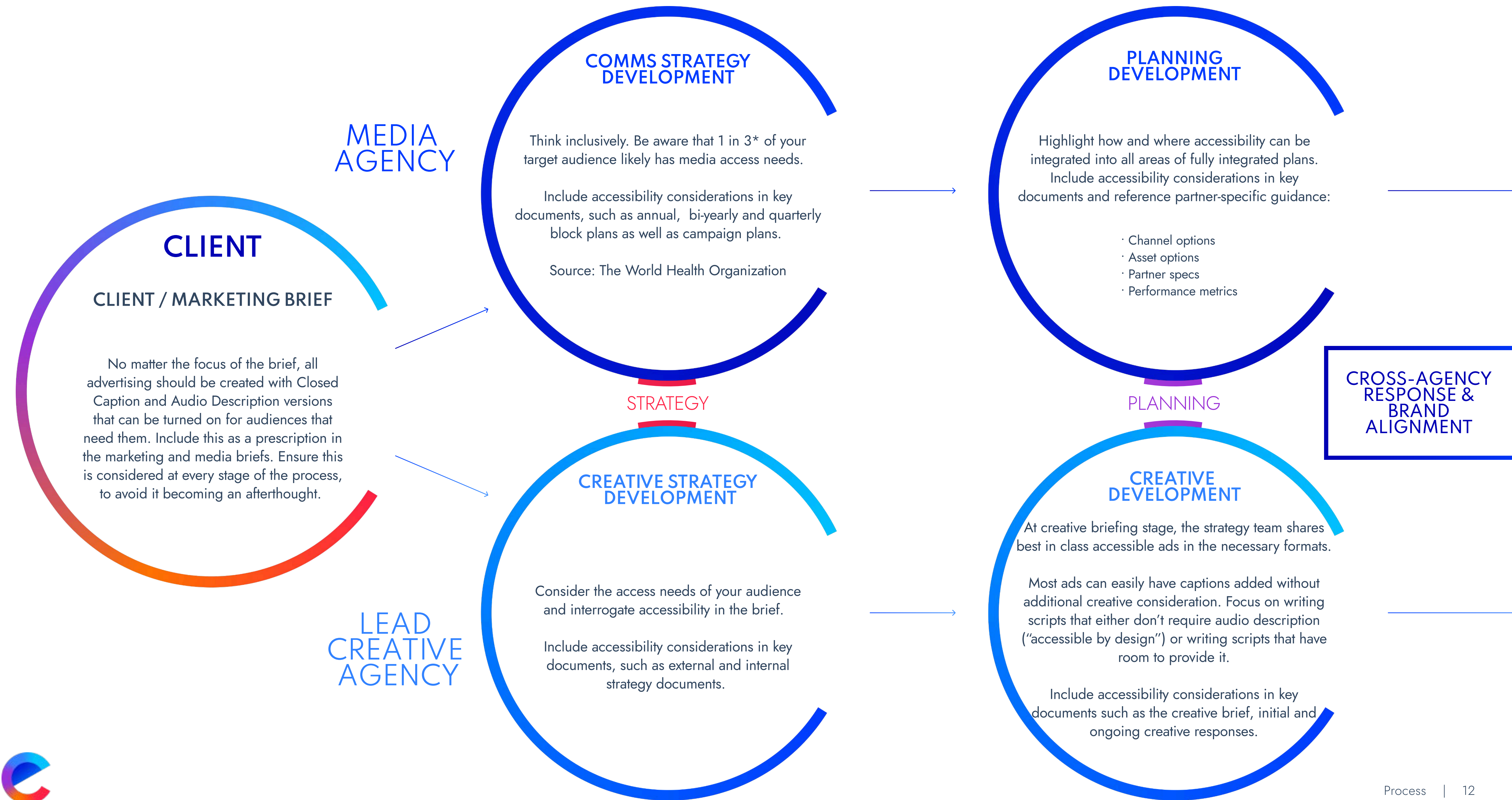
Keyboard Navigation:

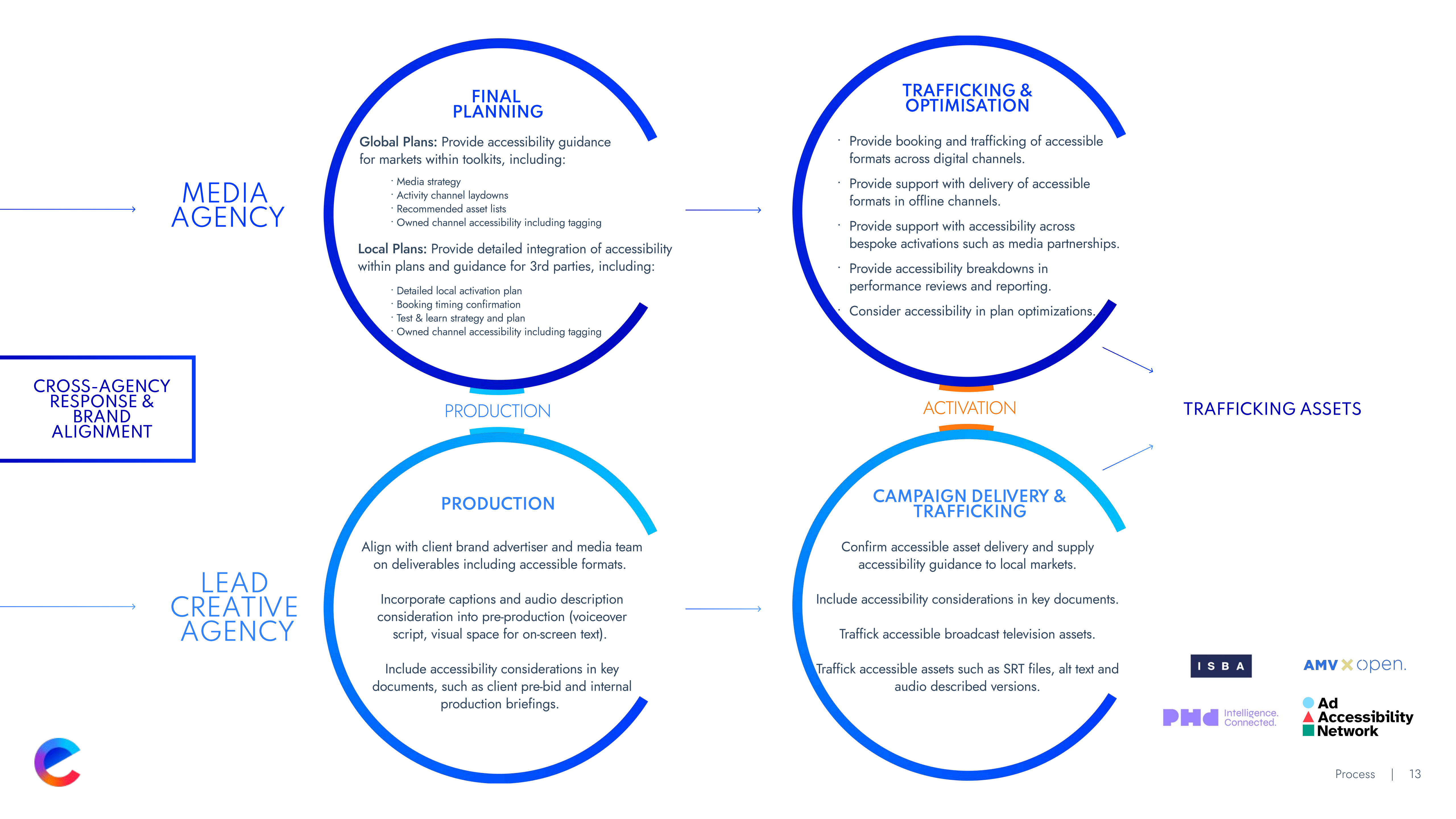
Ensure that interactive elements like forms, buttons, and links in ads can be navigated using a keyboard only, without requiring a mouse.



PROCESS







CASE STUDIES

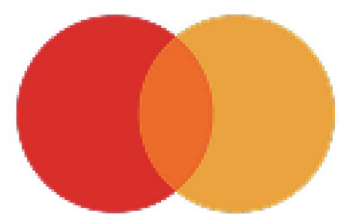
Examples of brands promoting accessibility
of their products and services



1

MASTERCARD

INTRODUCES ACCESSIBLE CARD FOR BLIND AND PARTIALLY SIGHTED PEOPLE



Mastercard has extended its commitment to inclusivity by introducing a new accessible card standard for blind and partially sighted people, allowing them to quickly determine whether they're holding a credit, debit or prepaid card. The campaign comes as more and more cards transition to flat designs without embossed name and numbers. With the new Touch Card, Mastercard has introduced a system of notches on the side of the card to help consumers use the right card – credit cards have a squarish notch; debit cards have a rounded notch; and prepaid cards have a triangular notch. The standard has been vetted and endorsed by The Royal National Institute of Blind People (RNIB) in the UK and VISIONS/Services for the Blind and Visually Impaired in the US.

[Learn more →](#)



2

ITV & ALDI

RELEASE SIGNED AD FOR DEAF AWARENESS WEEK

ITV has partnered with Aldi for its first ever fully signed ad break, marking the start of Deaf Awareness Week (May 14th-20th, 2018). The signed ad break launches with Aldi's new Like Brands advert, which has been created by McCann UK and features Maisie Sly, star of the Oscar winning film, the Silent Child. McCann UK has worked with ITV to engage additional brands, with Microsoft, Gaviscon, Nurofen, Matalan, Velux, WeBuyAnyCar and Money Supermarket all featuring in the ad break.



[Learn more →](#)



3

HONDA MOTORS OF AMERICA

**MAKING ROAD TRIPS MORE
ACCESSIBLE WITH SCENIC AUDIO**



Honda has developed an innovative web application utilizing AI technology to create and narrate real-time scenic audio descriptions of the world outside the car window. The app, Scenic Audio, has been developed in partnership with the Perkins School for the Blind's Howe Innovation Center, to enhance journeys in cars and other modes of transportation for the visually impaired.

[Learn more](#) →



4

NESTLÉ

PASSATEMPO INCLUSION COOKIES



To tackle the issue of social exclusion among children and adolescents with hearing loss in Brazil, Publicis rebranded Nestlé's most recognized cookie, using the images printed on the cookies to teach Brazilian Sign Language. The cookie was further transformed into a platform for inclusive games and activities, as well as digital content, to incentivize children to learn sign language and enable inclusion.

Impact:

- +50% sales increase in first two months
- +15M organic impressions
- +100K organic interactions

[Learn more →](#)



5

OMANTEL

THE FIRST ARABIC FONT FOR DYSLEXIA

The Omantel logo features the word "Omantel" in a blue, sans-serif font. A small orange diamond is positioned above the letter 'a'.

Omantel, the national telecom of Oman, wanted to make Arabic (one of the most complex languages in the world) inclusive for everyone, as part of their brand purpose of simplifying communication for all. Omantel collaborated with Publicis to develop and launch the world's first Arabic dyslexic-friendly font — Maqroo (meaning: readable) on Omantel's website.

The font was made available for everyone on IDPD and was supported with a targeted social media campaign that increased the reach of the font, making Arabic more.

Impact:

Significant increase in typeface community of the region coming forward and building more inclusive fonts

- +1.9M in downloads
- +200% in brand love
- +2.1M in organic search

[Learn more](#) →



6

SMIRNOFF

WE DO US



Smirnoff's We Do Us campaign focused on making socialising more accessible for Disabled people across the UK through pubs and nightclub spaces. In collaboration with Disability-led organisation Tilting the Lens and the Stonegate Group, the largest pub company in the UK, the campaign began in November 2023 with an event which allowed both Disabled and non-Disabled guests to experience equal levels of joy, autonomy, agency and choice. The event saw various measures taken to ensure accessibility, such as Quiet Rooms, British Sign Language performers, inclusive furniture, and trained staff, and underscored the importance of having Disabled people involved from the very beginning of planning.

Impact:

- 3.54B+ potential impressions
- 1,475+ pieces of coverage
- 1,570+ organic ad views
- 200+ organic social posts

[Learn more →](#)



This guide has been produced and endorsed by EACA Ad Accessibility Agency Working Group, as well as representatives from adam&eveDDB, AMV-BBDO, Core, Dentsu, Digitas, Klick Health, McCann, Ogilvy, PHD Global, Publicis, Recipe, Sixteen By Nine, TBWA, The Bloc, VML, WPP, and IPA.



CHECKLIST



1. TEXT & TYPOGRAPHY

- ☐ Use clear, simple language that is easy to understand.
- ☐ Ensure sufficient contrast between text and background (4.5:1 for body text, 3:1 for larger text).
- ☐ Use scalable fonts (responsive typography that adjusts to screen size).
- ☐ Avoid text in images where possible (provide alt text for images with text if necessary).
- ☐ Provide meaningful headings and subheadings for easy navigation.
- ☐ Ensure that the text is readable when zoomed up to 200% without breaking the layout.

2. IMAGES, GRAPHICS & VISUAL MEDIA

- ☐ Include alt text descriptions for all images, ensuring it conveys the purpose of the image.
- ☐ Use descriptive captions for images and infographics.
- ☐ Ensure images are not the sole method of conveying information (use text alongside visual media).
- ☐ Provide high-contrast images and avoid relying on color alone to communicate important information.



3. VIDEOS & MULTIMEDIA

- ☐ Provide accurate captions for all videos.
- ☐ Include transcripts for audio and video content.
- ☐ Ensure videos are audio described for key visual information (for visually impaired users).
- ☐ Avoid autoplay of videos/audio, or provide a pause button if autoplay is necessary.
- ☐ Ensure videos have sufficient contrast, clear audio, and accessible controls.

4. AUDIO CONTENT

- ☐ Provide a written transcript for podcasts, voiceovers, and other audio content.
- ☐ Ensure any critical audio information has a visual counterpart.
- ☐ Avoid excessive background noise in audio to ensure clarity.



5. COLOUR & DESIGN

- ☐ Avoid using colour as the only means of conveying information (use labels or patterns).
- ☐ Ensure colour contrast ratios meet accessibility standards (use tools like WebAIM Contrast Checker).
- ☐ Provide options for users to switch to high-contrast modes where possible.
- ☐ Avoid flashing content that could trigger seizures (limit to 3 flashes per second or avoid flashing altogether).

6. NAVIGATION & LAYOUT

- ☐ Ensure all content is keyboard accessible (users can navigate using a keyboard only).
- ☐ Provide clear and consistent navigation (including skip-to-content links for easy page navigation).
- ☐ Ensure logical tab order through interactive elements like forms and buttons.
- ☐ Ensure forms are clearly labeled, with accessible form fields and input descriptions.
- ☐ Include breadcrumb navigation for easier orientation within complex websites.



7. LINKS & BUTTONS

- ☐ Use descriptive link text (avoid "Click here" or "Read more").
- ☐ Ensure links are visually distinguishable (use color and underline or other styling).
- ☐ Provide large clickable areas for links and buttons to accommodate motor impairments.
- ☐ Ensure buttons have clear labels and are not solely dependent on icons (use text labels with icons).

8. INTERACTIVE CONTENT & FORMS

- ☐ Use ARIA (Accessible Rich Internet Applications) landmarks and roles for dynamic content.
- ☐ Ensure that pop-ups and other interactive elements can be dismissed using keyboard controls.
- ☐ Provide error messages that are easy to understand, with clear guidance on how to correct issues.
- ☐ Include visible focus indicators for form fields and buttons when navigating via keyboard.



9. MOBILE ACCESSIBILITY

- ☐ Ensure mobile content is responsive and adjusts properly to screen sizes.
- ☐ Ensure that touch targets (buttons, links) are large enough to interact with.
- ☐ Provide a consistent user experience across different devices (desktop, tablet, mobile).

10. TESTING & VALIDATION

- ☐ Test content with screen readers (e.g., JAWS, NVDA, VoiceOver).
- ☐ Use accessibility validation tools (e.g., WAVE, AXE) to catch common issues.
- ☐ Perform manual testing by navigating the website using only a keyboard.
- ☐ Include people with disabilities in user testing to provide real-world feedback.
- ☐ Ensure regular accessibility audits as part of the content creation process.



RESOURCES

- [Web Content Accessibility Guidelines \(WCAG\) 2.2](#)
- [WCAG 2.1 Principles and Checkpoints](#)
- [Web Design and Accessibility: Basics every new designer should know](#)
- [Ultimate Guide to Web Accessibility](#)
- [Mobile Accessibility Checklist](#)
- [Ad Accessibility Network](#)
- [The Unstereotype Alliance: New research proves that inclusive advertising boosts sales and brand value](#)



ABOUT EACA

EACA is the voice of Europe's communications agencies and associations, promoting the economic and social contribution of commercial communications to society. Our members comprise advertising, media, digital, branding and PR agencies, as well as their national associations – together they represent more than 2,500 organizations from nearly 30 European countries that directly employ over 150,000 people.

As agencies navigate significant challenges while embracing extraordinary opportunities, EACA's core mission is to future-proof the value of communications agencies by promoting, protecting, and propelling our industry forward.

