

Advertising agencies play a pivotal role in crafting content that is compelling and accessible to a diverse audience. By employing accessible and inclusive design principles and leveraging insights into diverse user needs, they can ensure that their messages reach people with disabilities.

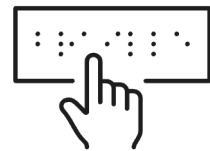
From creating visually engaging advertisements with clear typography and colour contrast to incorporating captions, audio descriptions, and screen-reader-friendly elements in digital campaigns, agencies are crucial to achieving our mission of accessible advertising for all.



Accessible Multimedia Content



Accessible Visual Content



Keyboard & Screen Reader Friendly Content

We have designed a set of **3 Gold Standards** that all ad agencies should follow.

Accessible Multimedia: What to provide

- Captions and transcripts: Ensure all videos have accurate captions for those who are deaf or have hearing loss; include transcripts for both video and audio content.
- Audio description: For people with visual disabilities, include audio descriptions that narrate important visual elements in the ad, ensuring they can follow along.
- Prevent autoplay: Ensure multimedia doesn't autoplay or can be easily paused, as autoplay can be disruptive for many users, including those with sensory conditions.

Accessible Visual Content: What to provide

- High colour contrast: Use a high contrast ratio between text and background colours to ensure that it's easy to read for people with low vision or colour blindness.
- Don't rely on colour alone to convey information: On graphs and diagrams, use different line styles to aid colour blind users.
- 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.

Keyboard & Screen Reader Friendly Content: What to provide

- 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 people with visual disabilities.
- Keyboard navigation: Ensure that interactive elements like forms, buttons, and links in ads can be navigated using a keyboard only, without requiring a mouse.

This document was produced by EACA for the Ad Accessibility Network, and we're grateful for their thoughtful contributions to this guidance.