

# Step-by-Step Guide

## Implementing Accessibility in Production Agencies

## **ABOUT EACA**

The European Association of Communications Agencies (EACA) represents more than 2,500 communications agencies and agency associations from nearly 30 European countries, directly employing over 120,000 people across advertising, media, digital, branding, and PR sectors. EACA promotes honest, effective advertising, high professional standards, and awareness of the contribution of advertising to a free-market economy, fostering close cooperation between agencies, advertisers, and media in European advertising bodies. EACA works closely with EU institutions to ensure the freedom to advertise responsibly and creatively.

This guidance has been drafted in collaboration with the Institute of Practitioners in Advertising (IPA) and the Responsible Marketing Advisory (RMA), with input from members of EACA's Ad Accessibility Task Force. The Task Force is a dynamic, cross-agency working group of 20 peers from agencies across Europe. Operating alongside the Ad Accessibility Network led by ISBA, the Task Force represents agencies' voices, 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.

**For more information, visit [www.eaca.eu](http://www.eaca.eu)**

# **ACCESSIBILITY IS NO LONGER OPTIONAL. IT IS ESSENTIAL FOR PRODUCERS WHO WANT THEIR WORK TO INFORM AND ENTERTAIN THE WIDEST POSSIBLE AUDIENCE.**

With 1 in 4 people globally living with a disability and even more relying on access features like captions for comprehension or preference, accessible content drives both efficacy and fame.

It aligns with current and future client and agency inclusion and compliance mandates, ensuring campaigns meet evolving expectations.

It supports legal and regulatory compliance, including the European Accessibility Act and other country-specific requirements.

It ensures media owner delivery spec compliance, as publishers increasingly require or support accessibility features like captions, alt text and audio description.

Producers who embrace accessibility not only future-proof their work but also unlock greater reach, impact and brand value.

## **HOW TO PRODUCE ACCESSIBLE CONTENT**

### **Creating accessible content starts with planning ahead**

Producers should assess strategic and creative routes with an eye for accessibility by design, embedding features like captions, alt text and audio description from the outset.

### **It is vital to know your stuff**

Understand what access features are available and how to deploy them effectively. Make use of the resources and training available.

Producers should schedule for accessibility testing and adaptation, and budget accordingly, bundling access services with delivery to reduce costs and improve consistency.

### **Accessibility should be considered at every stage**

Pitch, pre-production, editing, and post-production. This will ensure features go live with the ad and meet audience needs.

# CHECKLIST

# 1

## COLOR CONTRAST

### Upstream Planning

- Include colour contrast requirements in brand guidelines.
- Ensure creative teams are aware that colour should not be the sole method of conveying meaning when they plan creative concepts.

### Production

- Use tools to check contrast ratios against WCAG standards.
- Avoid using colour alone to communicate meaning (e.g., red for error without accompanying text or icon).

### Activation & Delivery

- Verify contrast compliance before final export and test assets across devices and platforms to ensure legibility.

#### TopTip

Consult users with colour vision deficiencies during review stages to validate real-world usability.

# 2

## ALT TEXT

### Upstream Planning

- Ensure alt text is included in copy decks and social media templates.
- Plan for both screen reader alt text and visible image description fields in social media posts.

### Production

- Confirm media placement capability and tech specs.
- Write concise descriptions that convey the image's meaning.
- Include both alt text and visible image descriptions (e.g., "[Image Description]") for broader accessibility.
- Avoid using decorative fonts and lots of emojis.

### Activation & Delivery

- Embed alt text in CMS or social platforms before publishing.
- Review auto-generated alt text for accuracy.

#### TopTip

Use alt text to reinforce brand tone and messaging, making it informative and engaging.



# CHECKLIST

# 3

## AUDIO DESCRIPTION

### Upstream Planning

- Identify key visual elements during scripting.
- Involve an audio describer to test the script's suitability for audio description.
- Confirm with clearance bodies whether supers and claims must be included in the audio description.
- Confirm media placement capability and tech specs.

### Production

- Narrate essential visuals, expressions and actions in natural pauses.
- Where required, include all on-screen text, including disclaimers and terms.
- Balance audio levels to ensure clarity of narration.

### Activation & Delivery

- Ensure compatibility with platforms and clearance requirements.

#### TopTip

Plan audio description early to avoid last-minute clearance issues and budget overruns.

## AUDIO-LED STORYTELLING

# 4

### Upstream Planning

- Design the script to work without visuals, ensuring clarity through sound alone.

### Production

- Use sound design to support storytelling and convey key information.

### Activation & Delivery

- Deliver as standard audio-visual content.

#### TopTip

Use this method to reduce production complexity and increase accessibility from the outset.

### Upstream Planning

- Decide whether signing will be integrated or picture-in-picture.
- Decide whether to use a signer or avatar.
- Account for local sign language variants if working from a global toolkit.
- Book in your signer early to avoid disappointment as signers are in high demand.
- Confirm media placement capability and tech specs.

### Production

- Use appropriate local sign language (such as BSL in the UK, not International Sign Language).
- Check that your signer is certified and qualified.
- Keep signer fully visible, unobstructed and well-lit, with full upper body in frame.
- Sync signing with audio.

### Activation & Delivery

- Ensure compatibility with platforms and clearance requirements.
- Review avatar signing for accuracy.
- Test signing with a local Deaf audience.

#### TopTip

Engage Deaf consultants to ensure cultural relevance and authenticity.



# CHECKLIST

# 6

## CAPTIONS (SUBTITLES)

### Upstream Planning

- Confirm media placement capability and tech specs.
- Decide early whether captions will be open (burnt-in) or closed for each media placement.

### Production

- Ensure captions are legible, high contrast and do not obstruct visuals.
- Sync precisely with audio.
- Include non-dialogue sounds such as music cues and sound effects.

### Activation & Delivery

- Deliver open or closed captions as required for each media placement.
- Test playback.
- Review auto-generated captions for accuracy.

#### TopTip

Lock in captioning via playout deals to reduce costs and streamline delivery.

Access more resources and training at [adaccessibility.org](https://adaccessibility.org)

