

It's essential for all teams involved in creating an advertising campaign to collaborate to deliver accessible assets. The smoothest process involves considering accessibility from the start and ensuring it is considered throughout every stage. Below you will find guidance around the key roles played by the creative and media teams and the responsibilities they have at each stage.



**Media teams**



**Brand Advertiser**



**Creative teams**

## Marketing brief

No matter the focus of the brief, all advertising should be created with captions (subtitles) and audio descriptions. Include this as a requirement in marketing and media briefs and ensure it is considered at every stage of the process, avoiding it becoming an afterthought.

**Reference briefing guidance at [adaccessibility.org](https://adaccessibility.org)**

Strategy

### Comms strategy development

Think inclusively. Be aware that 1 in 3 of your target audience likely has media access needs.

Include accessibility considerations in key documents, such as annual, bi-yearly and quarterly block plans as well as campaign plans.

### Creative strategy development

Consider the access needs of your audience and interrogate accessibility in the brief.

Include accessibility considerations in key documents, such as external and internal strategy documents.

Strategy

Planning

### Planning development

Highlight how and where accessibility can be integrated into all areas of fully integrated plans.

Include accessibility considerations in key documents and reference partner-specific guidance:

- Channel options
- Asset options
- Partner specs
- Performance metrics

### Creative development

At creative briefing stage, the strategy team shares best in class accessible ads in the necessary formats.

Most ads can easily have captions added without additional creative consideration. Focus on writing scripts that either don't require audio description ("accessible by design") or writing scripts that have room to provide it.

Include accessibility considerations in key documents such as the creative brief, initial and ongoing creative responses.

Ideation

**Cross agency response and brand alignment**

Production

### Final planning

Global Plans: Provide accessibility guidance for markets within toolkits, including:

- Media strategy
- Activity channel laydowns
- Recommended asset lists
- Owned channel accessibility including tagging

Local Plans: Provide detailed integration of accessibility within plans and guidance for 3rd parties, including:

- Detailed local activation plan
- Booking timing confirmation
- Test & learn strategy and plan
- Owned channel accessibility including tagging

### Production

Align with client brand advertiser and media team on deliverables including accessible formats.

Incorporate captions and audio description consideration into pre-production (voiceover script, visual space for on-screen text).

Include accessibility considerations in key documents, such as client pre-bid and internal production briefings.

Production

Activation

### Trafficking and optimisation

Provide booking and trafficking of accessible formats across digital channels.

Provide support with delivery of accessible formats in offline channels.

Provide support with accessibility across bespoke activations such as media partnerships.

Provide accessibility breakdowns in performance reviews and reporting.

Consider accessibility in plan optimisations.

### Campaign delivery and trafficking

Confirm accessible asset delivery and supply accessibility guidance to local markets.

Include accessibility considerations in key documents.

Traffic accessible broadcast television assets.

Traffic accessible assets such as SRT files, alt text and audio described versions.

Activation

**Trafficking assets**

Find more resources at [adaccessibility.org](https://adaccessibility.org)

This document was produced in collaboration with members of the Ad Accessibility Network, coordinated by ISBA, and we're grateful for their thoughtful contributions to this guidance.