

Accessibility and

Media

How-To

eaqa
EUROPEAN ASSOCIATION OF
COMMUNICATIONS AGENCIES

Step-by-Step Guide

Implementing Accessibility in Media Agencies

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ENSURE PEOPLE WITH LIVED EXPERIENCE OF ACCESS NEEDS ARE INVOLVED THROUGHOUT THE CAMPAIGN PROCESS.

Highlight media opportunities
Supply accessibility tech specs
Partner with media owners
QA assets

CHECKLIST

ENGAGING WITH CLIENTS

- Request accessibility be part of all briefs
- Allow time for additional consideration in brief responses
- Integrate accessibility in the strategic development phase
- Remind brands – message and functionality do not need to align
- Drive for “always on” accessibility in all media plans
- Support brands to enable retroactive accessible functionality
- Be a champion regarding local regulatory challenges

ENGAGING WITH MEDIA PARTNERS

- Get to know your marketplace by speaking with preferred suppliers as well as new vendors in your market
- Work with your local partners to influence them to progress on their accessible media journey
- Incorporate accessible functionality as any partner onboarding
- Always investigate pilot opportunities
- Learn nuances on delivery if using Sprinklr

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 PHD Media, 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

