ACCESSIBLE + UNIVERSAL MARKETING
CHECKLIST

Use the Accessible + Universal Marketing Checklist to double-check your deliverables before launch. Terms are defined in the attached glossary. To learn more, visit www.dozanu.com.

Why Accessible Marketing?

Accessible marketing helps to eliminate any barriers that may stand between you and your audience. By making sure that your content is accessible, you're demonstrating to your audience that you actively care about their experience and want to guarantee an equal experience for everyone. People with disabilities command a presence in every market with buying power, but you would never know that from the ads we see.

Lead by example.

Authentic Representation

- [ ] Use a non-performative approach
- [ ] Diversity includes disabled people
- [ ] Does your message respect inclusive representations and viewpoints?
- [ ] Remember that it's about progress, not perfection
- [ ] Use narratives that are applicable to the larger, multidimensional nature of all human beings

Universal Access

- [ ] Use simple and straightforward language
- [ ] When referring to cultural events, be sure they are relevant across spectrums
- [ ] How will your product or service be used by people with disabilities?
- [ ] What will your message portray to people who aren't native speakers of your language?

Accessible Imagery

- [ ] Use an accessible digital marketing checklist for your digital deployments (get yours here)
- [ ] Use contrasting colors in graphics and text
- [ ] Use large text for easier understanding i.e. billboards while driving
- [ ] Does your video show a story rather than simply telling it?

ACCESSIBLE + UNIVERSAL MARKETING
GLOSSARY

accessible marketing is the use of inclusive design practices that make it possible for users of all abilities to fully experience the brand, receive and understand communication, and take advantage of opportunities to engage with and become fans.

authentic representation in your marketing shows that you are committed to diversity, and not just in a token form. Instead, be committed to making your content as authentic and with as much intention as possible. This includes everything from the early stages of development and research, to the production, process, casting, and to the make-up of your employees.

contrasting colors Contrast and color use are vital to accessibility. Colors must have sufficient contrast, for example, between the text color and the background color (technically called luminance contrast ratio). This includes text on images, icons, and buttons. Also colors used to convey information on diagrams, maps, and other types of images must be distinguishable.

inclusive representations and viewpoints create welcoming spaces. For members of marginalized communities, this is an all too common experience. If we aren't considering overlapping identities such as gender, sexuality, or race, it's easy to lack the awareness of the ways in which we are creating less than welcoming spaces, both in person and online.

narrative A narrative is infinite. it's opened-ended and has no resolution. It's always in the process of unfolding, and often includes an invitation to participate within its unfolding. With your marketing, narratives from inclusive viewpoints help us see a situation from a different perspective.

non-performative approach in marketing is when you lead by example, instead of a simple statement that you intend to function as an action. Considering all the points on this list will help you authentically present your message in a genuinely non-performative manner.

simple and straightforward language in your marketing is important because it lessens the potential for misunderstanding or misinterpretation. This allows your reach to include a wider age range and those who are not native speakers.

native speakers are people whose first language is the language in which your marketing is deployed. There are many second-language learners (and beyond) that also see your messages.

universal marketing happens when your marketing message is truly accessible -- i.e. understood by everyone who comes across it. To achieve true universal marketing, you must consider various inclusive representations and viewpoints, as well as customer and user experiences.

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INNOVATIONS