



X



Present

Audio description with Augmented Information

**A solution to make advertising accessible
to visually impaired people.**

4 reasons to make advertising accessible to visually impaired people:

1,7 M

people are blind or visually impaired

1.1 billion people worldwide live with some form of vision loss.

Market share growth

75%

of people have a positive image of a brand that chooses to add audio description to its advertising campaigns.

Positive brand image

58%

of people would like better access to information to feel more confident when shopping in-store or online.

Make purchasing easier

61%

of visually and hearing impaired people feel they lack information about products and services due to a lack of advertising accessibility.

Encourage product adoption

Traditional Audio Description

- Limited space available in advertisements.
- Difficult workflow when dealing with urgent requests.
- Restricts creative freedom if not planned early.
- Requires significant changes from creative agencies.
- Makes it difficult to include legal disclaimers.

Audio description in Augmented Information

6 principles

1. Respect the brand's identity and message.
2. Identification of the product.
3. Indication of where to find the product.
4. Identification of the promotion
5. Identification of the product's accessibility.
6. Indication of where to find a credit / legal disclaimer.



Imagine yourself in the mountains. You're with your grandfather,¹



he offers a small round cheese with a grooved rind⁵.



This sheep milk cheese...²



is available at the deli counter or self-service section.³



P'tit Basque, a real cheese with character¹
Health Warning: mangerbouger.fr⁶

Audiodescription

- Limited space available in ads
- Workflow not suited for urgent needs
- Restricts ad creation if not planned in advance
- Requires major changes from creative agencies
- Hard to include legal disclaimers

VS

Audiodescription en Information Augmentée

- No space constraints
- Highlights what matters to the end user and the brand
- Aligns with commercial objectives
- Helps the target audience identify the product
- Makes it easier to locate the product in stores
- Legal disclaimers are included