



ROLE OF MEDIA IN AWARENESS RAISING FOR PERSONS WITH DISABILITIES

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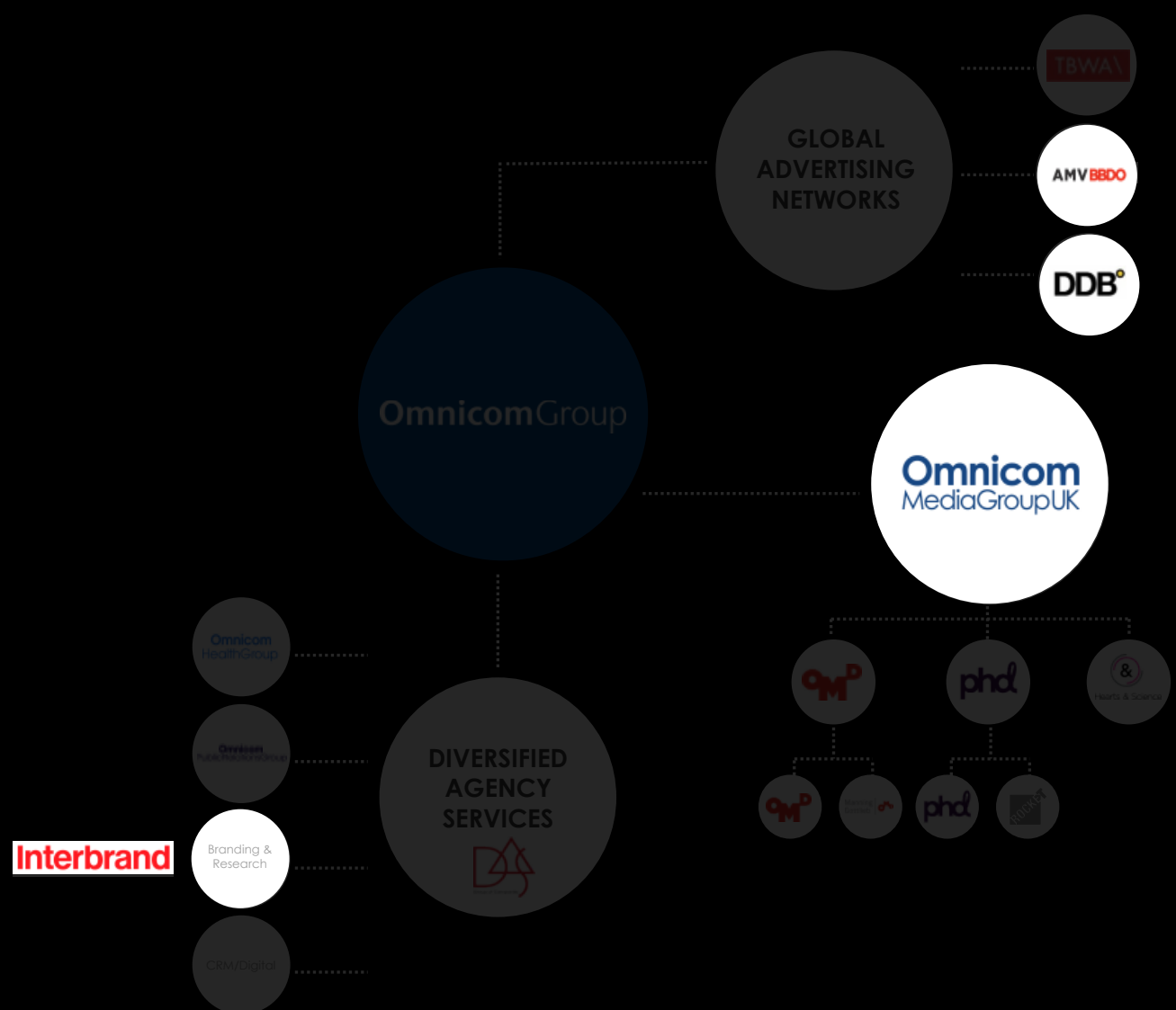


PERSONAL CANVAS



OMNICOM in the UK

PROFESSIONAL CANVAS



OMNICOM UK CLIENTS



DISABILITY IN UK IN NUMBERS

13.3m disabled people in Britain today (1 in 5)

Spending power of
£80bn

Scope UK 2014 research:

67% of Brits **uncomfortable** with disability;
24% **avoid talking** to someone with a disability entirely

Target Audiences ref my OPEN UK role



**c8000
employees**

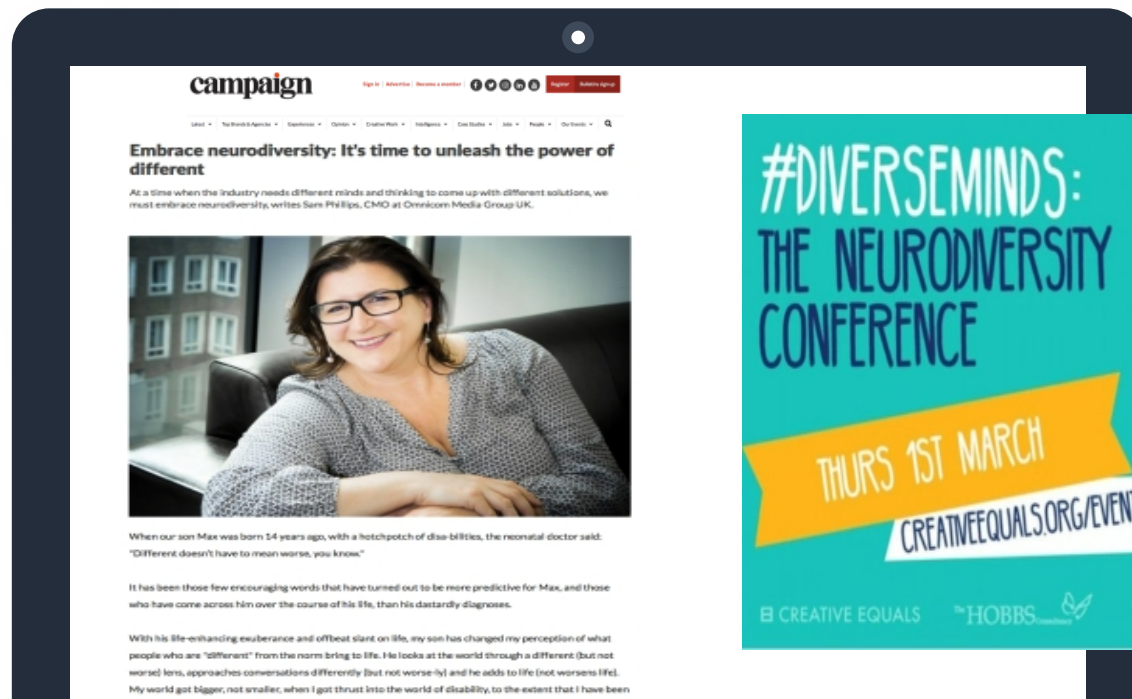


**c400
clients**



**Real
Britain**

OMGOINGLY PROMPTING OUR INDUSTRY TO EVOLVE



Interbrand

We believe people look to brands to affect positive social change.

We believe organisations should represent our full community.

**'THINK
DESIGNABLE'**





“Our ambition is to be the most Creatively Diverse broadcaster in Europe”



LEADERSHIP FROM 2012 PARALYMPICS ONWARDS



DEPTH OF COMMITMENT

SUPER-
HUMANS
WANTED





Channel 4 has staked £1 million of its commercial airtime as a prize in a major new initiative announced today **to encourage brands and media and creative agencies to prominently feature disability and disabled talent in their advertising campaigns.**

Launched as part of Channel 4's Year of Disability, **the £1 million Superhumans Wanted prize** will be awarded to the brand or agency which submits the strongest campaign idea – and their ad given an exclusive launch spot in the first break of the 2016 Rio Paralympics Games Opening Ceremony on Wednesday 7th September.

The background of the right side of the image features a dark grey pattern of stylized, hand-drawn figures and hands in various poses and orientations, creating a sense of movement and diversity.

**SUPERHUMANS
WANTED**

The image features a vibrant red background adorned with several overlapping circles in various shades of red, orange, and yellow. The word "maltesers" is written in a white, rounded, lowercase font, curving across the middle of the frame. A registered trademark symbol (®) is positioned at the end of the word.

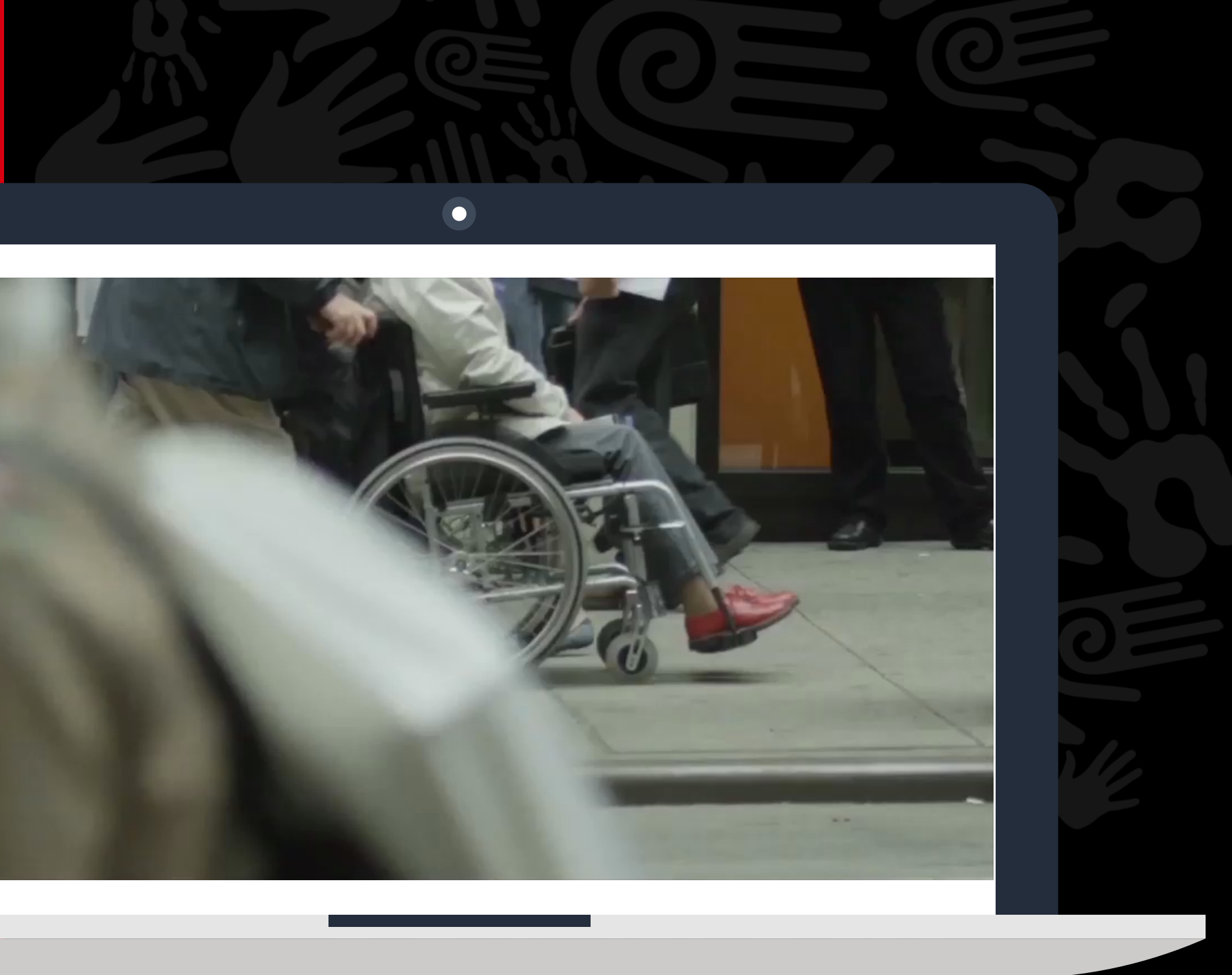
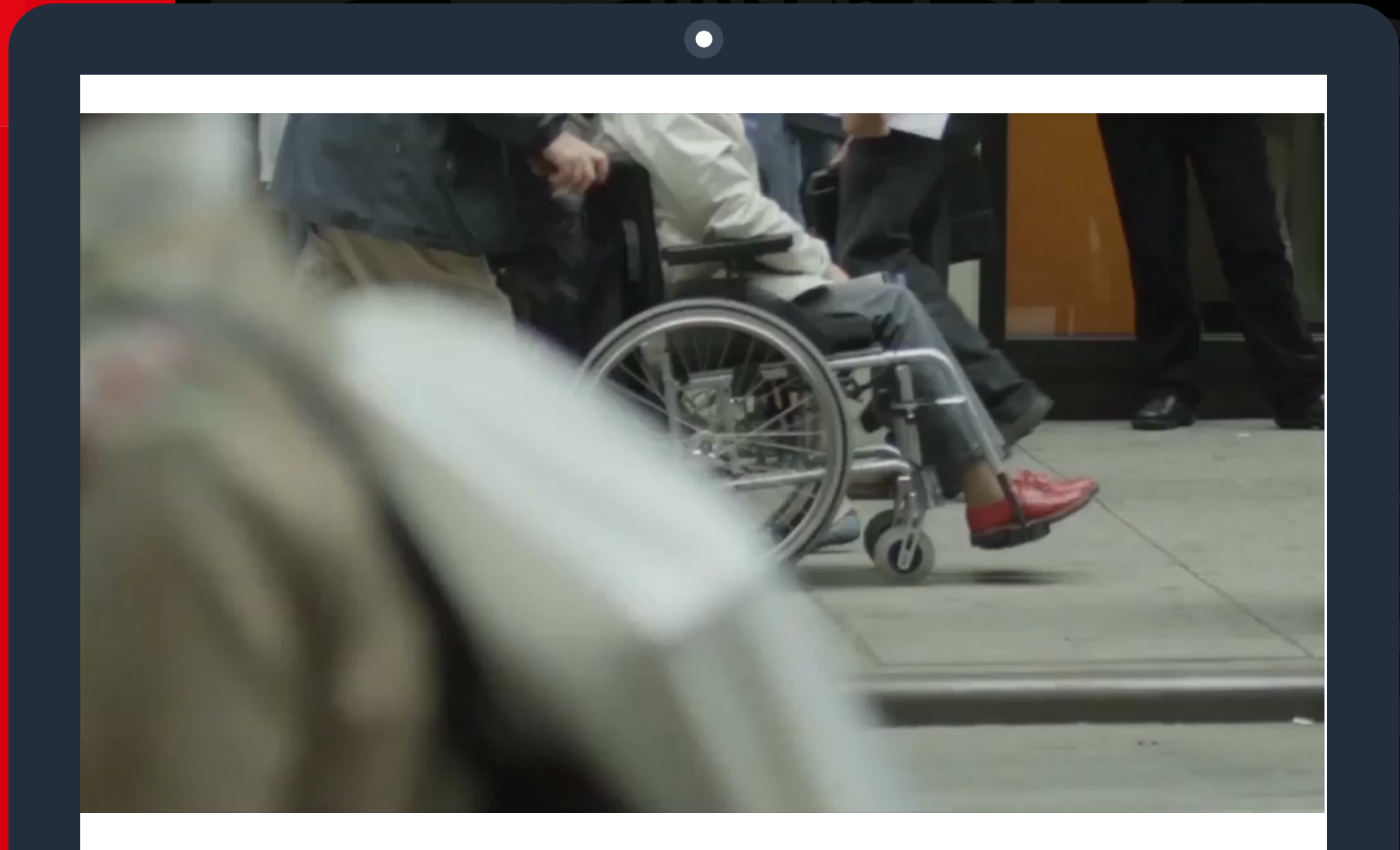
maltesers®

AMV BBDO

“Cultural Relevance and Diversity aren’t a problem to solve – they are part of the answer to our business challenges”

EVOLUTION OF 'THE LIGHTER SIDE OF LIFE'





FOR MARS

THE JOURNEY IS
CONTINUING



MICHELLE OLIVER
VP Marketing, Mars

“As a top ten UK advertiser, we have a responsibility to reflect the rich variety of our consumer base in our advertising”

“This willingness to focus on diversity is a brand advantage for Maltesers at the moment because so few other brands are telling that story”

FOR

AMV BBDO

THE JOURNEY IS
CONTINUING

ON-SCREEN COMMITMENT

This initiative is about a push for greater equality behind and in front of the camera.

We all need to play our part in improving equality practice across our industry and ensuring that this is evidenced in the work that we produce.

The requirement is two-fold:

- 1) Greater and more authentic portrayal of people from diverse backgrounds through the casting and the writing of our advertising.
- 2) Significant change required from production companies to ensure equality behind the camera and on set (this also extends to post-production).

FOR



THE JOURNEY IS CONTINUING



Channel 4 today launched a new annual competition offering £1 million of the broadcaster's commercial airtime.

Each year the prize will focus on a different area of diversity to encourage the advertising industry to embrace inclusive creative campaigns – and extend Channel 4's leadership in diversity beyond its editorial content and into the ad breaks.

The 2017 £1 million competition focuses on the particularly challenging brief of

invisible disability.

OMNICOM'S A&E DDB WINS 2017 COMPETITION

adam&eveDDB®

campaign

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Simon Gwynn | November 09, 2017

How long? | 1 minute

Channel 4 diversity prize awarded to Lloyds Bank after Volvo withdrawal

Lloyds Bank and its creative agency, Adam & Eve/DDB, have been named as the new winners of Channel 4's Diversity in Advertising Award, which gives the brand £1m of free airtime for a campaign focused on non-visible disability.



LLOYDS BANKING GROUP'S 'REFLECTING MODERN BRITAIN – A STUDY INTO INCLUSION AND DIVERSITY IN ADVERTISING' REPORT



Does
advertising
reflect modern
Britain?

Does reflecting
modern Britain
make a positive
impact on brand
perception?

'REFLECTING MODERN BRITAIN' REPORT SUMMARY CONCLUSIONS

1 Advertising isn't seen as being representative



2 Advertising needs to do more to address challenges around portrayal



3 Marketers not only have permission to do this, we have a duty



4 Key considerations if you want to do this well

- Demonstrate inclusiveness not just diversity by showing a variety of people.
- Be authentic and ensure depiction is realistic.
- Ensure the protagonist and script lends itself to the story.



'REFLECTING MODERN BRITAIN' REPORT

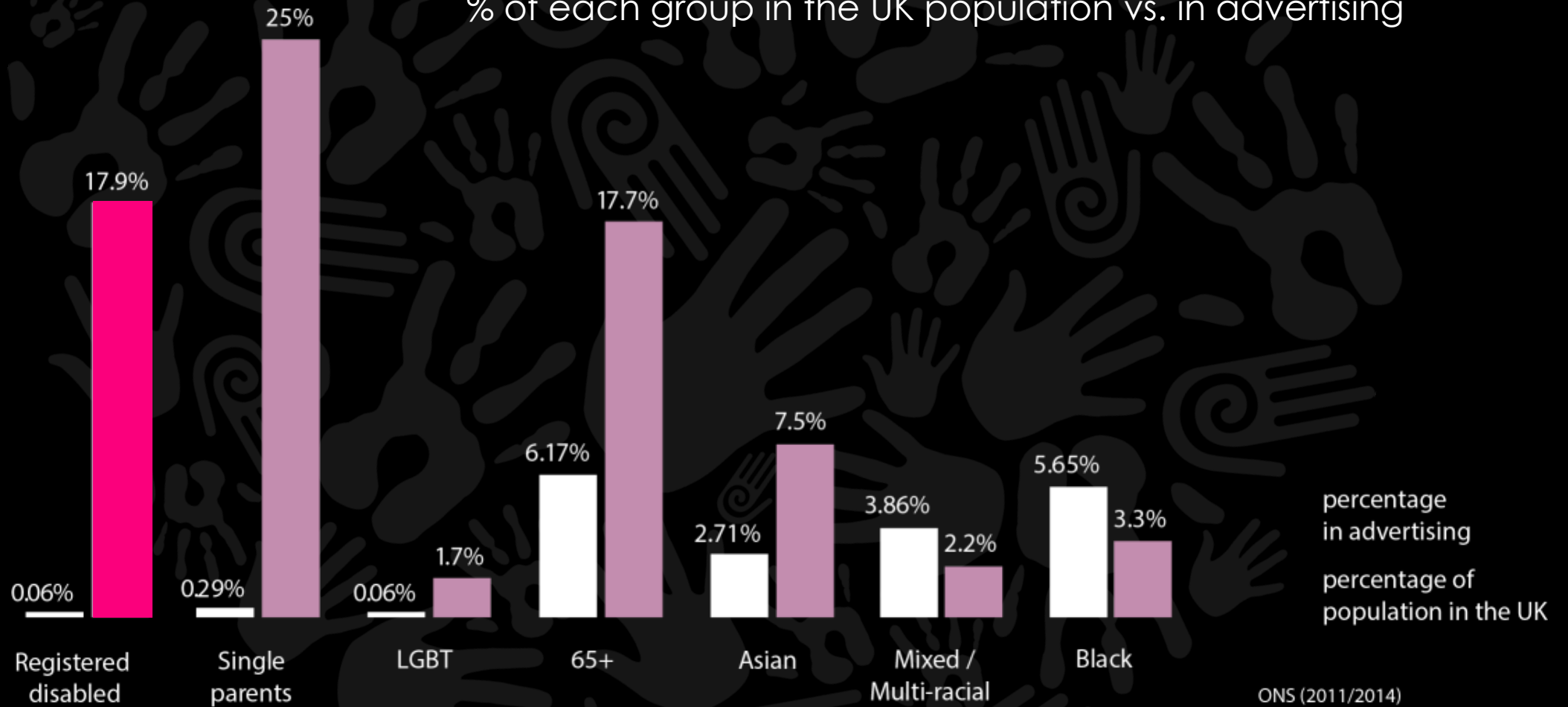
We found that:

- Disability was rarely shown.
- If depicted, disability was represented as a physical disability.



'REFLECTING MODERN BRITAIN' REPORT

% of each group in the UK population vs. in advertising





The media has a **hugely important** role to play in awareness raising for persons with disabilities

‘Different is not worse’