ROLE OF MEDIA IN AWARENESS RAISING FOR PERSONS WITH DISABILITIES

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DIVERSIFIED AGENCY SERVICES

Interbrand

PROFESSIONAL CANVAS
DISABILITY IN UK IN NUMBERS

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

Scope UK 2014 research:

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

Spending power of £80bn

Source: Shaw Trust / Scope
Target Audiences ref my OPEN UK role

- c8000 employees
- c400 clients
- Real Britain
OMGOINGLY PROMPTING OUR INDUSTRY TO EVOLVE
We believe people look to brands to affect positive social change.

We believe organisations should represent our full community.
"Our ambition is to be the most Creatively Diverse broadcaster in Europe"
LEADERSHIP FROM 2012 PARALYMPICS ONWARDS
Channel 4 has staked £1million 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 £1million 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.
“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’
“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”

Source – Marketing Week Nov.2017
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).
Channel 4 today launched a new annual competition offering £1million 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 £1million competition focuses on the particularly challenging brief of invisible disability.
OMNICOM’S A&E DDB WINS 2017 COMPETITION

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
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.
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

- Registered disabled: 0.06%
- Single parents: 0.29%
- LGBT: 1.7%
- 65+: 6.17%
- Asian: 7.5%
- Mixed / Multi-racial: 3.86%
- Black: 5.65%
The media has a **hugely important** role to play in awareness raising for persons with disabilities.

‘Different is not worse’