



S'24AM
state of accessible marketing
by dozanü innovations

The State of Accessible Marketing in 2024



the dozanü innovations team working around a table.

Introduction

As we stand on the cusp of 2024, the accessible marketing industry reflects a decade of evolution, driven by the pursuit of design standards and a heightened commitment to diversity within campaigns. This space has not just grown; it has become a dynamic force shaping the way businesses engage with customers. Key trends indicate a paradigm shift, with businesses recognizing accessibility as not only a necessity but a realm ripe with unique opportunities for innovation. The year 2023 marked a significant milestone, witnessing a surge in creative solutions and private corporations spearheading initiatives to foster inclusive viewpoints, both in marketing campaigns and workplace culture.

Diversity is at the heart of inclusion, challenging the notion that accessible marketing is solely about catering to people with disabilities. Instead, the emphasis is on making information, products, and services universally accessible. Brands are now challenged to promote authentic representation, diversify campaigns, and provide content that speaks universally.

Key Principles of Accessible Marketing

- **Authentic Representation:** In 2024, authentic representation is not just a recommendation; it's a necessity. Consumers crave campaigns that mirror their reality. Beyond diversity for optics, brands must authentically capture the genuine experiences of their audience, fostering trust and relatability. For instance, when targeting parents in rural areas, marketing materials should genuinely portray their challenges and joys.
- **Inclusive Viewpoints:** Inclusive marketing transcends featuring diverse faces; it amplifies a spectrum of voices. The shift in 2024 is towards understanding individual needs and concerns deeply. Brands embracing inclusive viewpoints consider the richness of diverse experiences. When creating content, incorporating advice and stories from different cultural and social backgrounds communicates a profound respect for the tapestry of perspectives within the audience.
- **Universal Messages:** Creating universal messages is the pinnacle of successful marketing in 2024. The emphasis is on clarity and simplicity in language, transcending linguistic and cognitive barriers. Brands need to communicate in a way that ensures everyone can understand. Steering clear of jargon makes messages universal, reaching and resonating with the widest possible audience.

Accessible Marketing Evaluation Criteria

To assess the commitment to inclusivity and authenticity in brand representation, campaigns should achieve at least 8 out of the 10 criteria described below.

- Simple Language:** Use clear and understandable language for diverse audiences
- Non-Performative Approach:** Demonstrate commitment through actions, not just statements
- Accessible Events and Activations:** Ensure events and activations are inclusive for individuals of all abilities
- Consideration for Disabilities:** Evaluate product or service usage for individuals with disabilities
- Representative Partnerships:** Collaborate with diverse organizations and influencers
- Inclusive Perspectives and Narratives:** Showcase diversity authentically in marketing content
- Community Engagement and Feedback Loops:** Actively involve and respond to diverse community perspectives
- Multi-Channel Accessibility:** Ensure accessibility across various distribution channels
- Seamless Digital Integration:** Create a user-friendly online presence adhering to universal design principles
- Inclusive Development Process:** Weave inclusivity into every aspect of the marketing development process

Case Studies: Learnings from 2023

In 2023, several brands showcased exemplary practices in accessible marketing. We can draw inspiration from these brands that successfully integrated representation, authenticity, and inclusivity into their messaging.

- Warner Bros. and Max: “Barbie”
- AT&T & Gallaudet University: 5G Football Helmet
- Dove: #TurnYourBack anti-beauty filter
- Victoria’s Secret: Adaptive Fashion
- LEGO: LEGO Friends Universe

Warner Bros. and Max

CAMPAIGN: "BARBIE," THE MOVIE



"BARBIE" MOVIE + ACCESSIBLE MARKETING: 10/10

Accessibility Factor:

The "Barbie" blockbuster marketing campaign is a testament to inclusivity from ideation to implementation.

Warner Bros. struck marketing gold with the Barbie movie, catapulting it into cultural stardom with a staggering \$162 million opening weekend and a record-breaking ascent to a billion-dollar milestone in just 17 days. This remarkable success is not solely owed to the film's cinematic prowess but is equally credited to the meticulously crafted marketing campaign that garnered praise for its creativity, inclusivity, and audience engagement.



In a lively Barbie scene, vibrant colors fill the room as everyone dances joyfully. On the right screen, Leila, a Deaf performer, interprets the music through expressive sign language, adding a unique and inclusive touch to the celebration.

At its core, the Barbie movie campaign harnessed the power of two strategic pillars: social media mastery and fruitful collaborations. The film's official accounts flooded platforms like Instagram, Facebook, TikTok, and Twitter, sharing exclusive content and trailers, while influencers and celebrities fueled the excitement with a cascade of inspired memes. The campaign's inventive selfie generator allowed fans to craft personalized Barbie avatars, with even iconic figures like Taylor Swift making virtual appearances. The collaboration front was equally robust, with partnerships ranging from Airbnb's Malibu Dream House listings to Forever 21's exclusive Barbie-themed clothing line.

Warner Bros. successfully secured over 100 such partnerships, spanning a wide array of products, from custom pink Crocs to a Prada clothing line and even hair dryers. This Barbie frenzy led various merchants and brands to capitalize on the craze, resulting in partnerships with companies like Progressive Insurance and General Motors, incorporating Barbie into tailored TV and digital ads. The cumulative value of these partnerships is estimated to exceed \$70 million for both Warner Bros. and Mattel, the creator of Barbie. Beyond the monetary value, the film has garnered immeasurable publicity, making headlines in local TV news, Architectural Digest, and The New Yorker, creating a ubiquitous presence for Barbie-related stories.

The Barbie social media marketing campaign isn't just another digital strategy – it's a masterclass in virality. By weaving together behind-the-scenes glimpses, captivating trailers, and irresistible promotional content across platforms like Instagram, TikTok, Facebook, and Twitter, it has not only engaged but electrified a global audience. This is undeniable proof that when leveraged right, social media becomes an unstoppable force in propelling a brand, product, or film into the limelight.

As mentioned above, the Barbie movie partnered with a variety of brands and celebrities, lending their intellectual property to augment their own product lines while also promoting the film. It's not uncommon for films to do this, of course, but Barbie did it on such a grandiose scale across a huge variety of industries. From clothing to food to travel accommodations, even down to simpler things like Uno cards, these partnerships supported a higher level of integration with the film's overarching strategy of merchandising the Barbie brand as a whole.



A Barbie poster showcases the refined outline of a person's facial features, boldly declaring, "This Barbie is Limited Edition" and urging you to "Own it now."

Barbie's marketing campaign used a number of innovative tactics to engage fans, such as its selfie generator. This has helped keep fans excited for its release by giving them a hands-on way of engaging with the film's promotion. Barbie managed to appeal to practically everyone, even to people who, prior to the film, might have been a little more disinterested in the concept of Barbie as a means of entertainment. One example of this is manicures/pedicures: More men than ever before are getting their nails done, in part because salons have been marketing this service to men. One salon launched a "Menicure Mondays" campaign that encourages men to come to their salon – which has resulted in a 10-15% increase in male clients.

According to former Mattel executive Zoe Chance, "The real genius was the writer who understood and validated our powerful mixed feelings about Barbie. We loved her, idolized her, chopped off her hair, made fun of her, and felt a little icky about the stereotypes and gender roles she represents."

This insightful reflection not only highlights the nuanced relationship people have with Barbie but also underscores the importance of authentic representation in marketing. The genius lies not just in promoting an iconic brand but in acknowledging and embracing the diverse and often conflicting perspectives that individuals have towards it. In the context of the Barbie movie, this sentiment resonates deeply as the marketing campaign went beyond traditional boundaries, celebrating the diverse ways people engage with the character.

Barbie arrived on Warner Bros.' streaming service, Max, with no ordinary streaming launch. When the movie hit the platform, it also featured the ASL version of Barbie, which is available as a unique title in-app. This version was created with feedback and research from the Deaf community and features ASL performer Leila Hanaumi. The ASL version of the film makes Barbie resonate in a more meaningful way.



A life-size Barbie box with a person posing as Ken/Barbie, while another person snaps a photo on their phone.

Moreover, a collaboration between Max and Deaf West Theatre, with RespectAbility, for a special community screening demonstrates a thoughtful approach to community engagement. The screening included ASL interpretation, captions, and was tailored to cater to diverse audiences. The accessibility initiatives went beyond the conventional marketing realm.

During this screening, Margot Robbie, the star of Barbie, joined Hanaumi on stage for a post-screening conversation. This interview, also captioned and ASL interpreted, provided an opportunity for deeper insights into the movie and the broader themes of inclusion it represents. The commitment to accessibility didn't end with the film itself but extended to the events surrounding its release, setting a commendable precedent for major cinematic releases.

By adding an ASL version of Barbie, Warner Bros. is opening up the film to a wider audience of fans — particularly among younger Deaf viewers. While Barbie is rated PG-13, given the popularity of Barbie as a children's toy it's not a stretch to see younger audiences sitting down to watch the film at home, particularly now that it is on streaming. While closed captions are available for the film on streaming as well as home release, not everyone who would benefit from the use of captions necessarily has the ability to read. The use of ASL interpretation allows for those with limited reading skills to also enjoy the film. ASL interpretation is also more dynamic and expressive than captions.

As the Barbie movie continues to make waves with its digital release, these inclusive initiatives not only mark a milestone for the film but also contribute to reshaping industry standards for accessibility in entertainment.

- **Simple Language:** The marketing materials for the Barbie movie adeptly employ clear and accessible language, ensuring that information about the film and its inclusive themes is easily understood by a diverse audience. The campaign effectively communicates the movie's essence without relying on complex terminology.
- **Non-Performative Approach:** Barbie's movie campaign genuinely aligns itself with a non-performative approach, celebrating inclusivity through partnerships and authentic representation. The collaboration with Deaf West Theatre and RespectAbility, along with the incorporation of diverse perspectives, contributes to an authentic narrative.
- **Accessible Events and Activations:** The campaign successfully engages audiences through a variety of platforms, especially on social media. However, it could enhance its accessibility initiatives further by incorporating additional events or activations explicitly dedicated to inclusivity, broadening the campaign's impact.
- **Consideration for Disabilities:** Barbie's movie campaign demonstrates a commendable consideration for disabilities, both in its content and through actual community screenings with accessibility features. The partnership with Deaf West Theatre and RespectAbility showcases a commitment to making the entire movie experience accessible.
- **Representative Partnerships:** The extensive partnerships ranging from Airbnb to Forever 21 demonstrate a robust strategy, effectively integrating Barbie into diverse industries. While these collaborations add immense value, additional partnerships with disability advocacy groups could enhance representation even further.
- **Inclusive Perspectives and Narratives:** The marketing narrative effectively challenges traditional norms, embracing diverse and conflicting perspectives toward Barbie. The campaign goes beyond conventional boundaries, celebrating the myriad ways individuals engage with the character, fostering inclusivity.
- **Community Engagement and Feedback Loops:** The collaboration with Deaf West Theatre and RespectAbility for a community screening, featuring an on-stage interview with Margot Robbie, showcases a commitment to community engagement and inclusivity. While testimonials and personal stories could add depth, the campaign integrates valuable feedback loops.
- **Multi-Channel Accessibility:** The campaign excels in leveraging various platforms, creating a global buzz. However, emphasizing accessibility on all channels, especially online platforms, could further expand the campaign's reach and impact.

- **Seamless Digital Integration:** The selfie generator and captivating content across platforms demonstrate effective digital integration. Reinforcing the movie's inclusive themes digitally, mirroring the accessible features of the film, could create a more immersive online experience.
- **Inclusive Development Process:** Barbie's movie campaign showcases inclusivity in its development process, addressing mixed feelings toward Barbie and embracing diverse perspectives. The collaboration with Deaf West Theatre and RespectAbility further underscores a genuine dedication to understanding diverse needs.

AT&T and Gallaudet University

CAMPAIGN: 5G-CONNECTED FOOTBALL HELMET



AT&T



AT&T + ACCESSIBLE MARKETING: 8/10

Accessibility Factor:

AT&T and Gallaudet's 5G-connected helmet campaign effectively communicates its transformative impact on sports inclusivity. While strong in many aspects, there are opportunities for even broader community engagement and enhanced digital integration, ensuring the campaign's reach extends to a wider audience.

In a landmark collaboration, AT&T and Gallaudet University unveiled a groundbreaking 5G-connected football helmet in October 2023, marking a significant leap forward in enhancing communication for deaf and hard-of-hearing athletes. This revolutionary technology, first used in NCAA Division III competition between Gallaudet and Hilbert College, introduces a heads-up display that allows coaches to transmit plays via augmented reality to the quarterback, transcending auditory barriers in sports.



Screen view inside the helmet displaying "Flex 212 Switch."

Gallaudet, the world's only liberal arts university for deaf and hard-of-hearing students, emphasized the enduring impact of this innovation on inclusivity and player safety. AT&T's commitment to fostering innovation and accessibility was highlighted by Corey Anthony, AT&T's senior vice president of network engineering and operations, who envisioned the helmet as a transformative force in redefining how deaf athletes engage in sports.



The marketing campaign included a television commercial and a publicity tour at Gallaudet, serving to celebrate the success of the 5G-connected helmet's debut in collegiate football. During a game against the Hilbert Hawks, Gallaudet's quarterback, Brandon Washington, made history by scoring a 63-yard touchdown run, showcasing the transformative impact of the 5G-connected helmet. This technology enables players to receive play calls visually, overcoming auditory limitations, and was authorized by the NCAA for use in a single game, with Washington being the first to wear it.

The 5G-connected helmet's potential goes beyond football, with inquiries received about its application in improving safety on construction sites, aiding first responders, and creating job opportunities for the deaf community. The possibilities presented by the 5G-connected helmet extend far beyond the football field. AT&T has received inquiries about its potential application in improving safety on construction sites, aiding first responders, or even leading to more job opportunities for the deaf community. The helmet's versatility and transformative impact on communication hint at a future where inclusive technology becomes a catalyst for positive change in various domains.

Gallaudet, known for pioneering innovations to create equality for the deaf and hard-of-hearing community, continues to lead the way. While the 5G-connected helmet marks a major breakthrough, there is acknowledgment that further advancements are needed to level the playing field completely. Gallaudet's president, Roberta Cordano, emphasizes the daily work of advancing equality, reinforcing the university's commitment to providing tools for students to thrive in a diverse world.



Blue and white football helmet featuring the AT&T logo.

The introduction of the 5G-connected helmet addresses a critical communication barrier for deaf and hard-of-hearing athletes. However, Coach Chuck Goldstein acknowledges that challenges persist, particularly in interactions with officials who don't sign. Despite these hurdles, the helmet is seen as a bridge toward a more level playing field, reducing mistakes and fostering a safer and more inclusive sporting environment. The technology, while currently authorized for limited use, holds the promise of making a lasting difference in the landscape of sports accessibility.

In conclusion, the collaboration between AT&T and Gallaudet University exemplifies the power of inclusive technology to revolutionize sports, creating opportunities and breaking down barriers for the deaf and hard-of-hearing community. The 5G-connected helmet is not just a technological marvel but a symbol of progress toward a more inclusive future in sports and beyond.

- **Simple Language:** The campaign effectively communicates the innovation behind the 5G-connected football helmet, using language accessible to a broad audience. The technical aspects of the technology are presented in a straightforward manner, ensuring that the public, regardless of their familiarity with sports technology, can grasp the significance of this breakthrough.
- **Accessible Events and Activations:** The campaign successfully engages audiences through a variety of platforms, especially on social media. However, it could enhance its accessibility initiatives further by incorporating additional events or activations explicitly dedicated to inclusivity, broadening the campaign's impact
- **Non-Performative Approach:** AT&T's collaboration with Gallaudet University is underscored by a genuine commitment to inclusivity, especially in sports. The introduction of a technology that directly benefits deaf and hard-of-hearing athletes speaks to an authentic narrative of empowerment and progress. The emphasis on player safety and the transformative impact of the helmet aligns with a non-performative approach.
- **Consideration for Disabilities:** The campaign highlights the helmet's application in overcoming auditory barriers, demonstrating thoughtful consideration for the unique needs of deaf and hard-of-hearing athletes. The emphasis on communication technology that enhances player safety is commendable.
- **Representative Partnerships:** The collaboration between AT&T and Gallaudet is a representative partnership, emphasizing inclusivity in sports. While the partnership is strong, additional collaborations with broader disability advocacy groups could further enhance representation and broaden the campaign's impact.



Gallaudet football player wearing the number "5"

- **Inclusive Perspectives and Narratives:** The marketing narrative effectively challenges traditional norms in sports, celebrating technological advancements that promote inclusivity. The emphasis on personal stories, particularly those of athletes like Brandon Washington, contributes to an inclusive perspective.
- **Community Engagement and Feedback Loops:** The campaign demonstrates a commitment to community engagement by showcasing the technology at Gallaudet and integrating feedback from coaches and players. To further engage the community, incorporating personal testimonials or stories from athletes could deepen the connection.

- **Multi-Channel Accessibility:** While the campaign leverages traditional channels, such as television commercials and public events, there is room for expanding accessibility through increased emphasis on social media and online platforms. Creating a robust online presence can amplify the reach and impact of the campaign.
- **Seamless Digital Integration:** The campaign effectively communicates the technology's benefits digitally, showcasing its impact on player communication and safety. Reinforcing these aspects through an immersive online experience could further enhance digital integration.
- **Inclusive Development Process:** The development process of the 5G-connected helmet is commendably inclusive, with feedback from players and coaches shaping its evolution. This positions AT&T as genuinely dedicated to understanding and addressing the diverse needs of deaf and hard-of-hearing athletes.

Dove

CAMPAIGN: #TURNYOURBACK

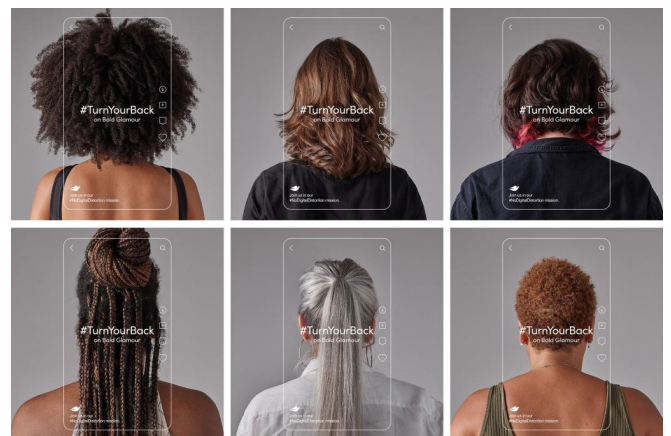


DOVE + ACCESSIBLE MARKETING: 8/10

Accessibility Factor:

Dove's #TurnYourBack campaign sends a powerful message against harmful beauty standards, but additional measures could further enhance the campaign's reach and impact on promoting diverse and authentic beauty standards.

Dove's #TurnYourBack campaign emerges as a bold rebuttal to the pervasive impact of harmful digital distortions, particularly spotlighting TikTok's trending 'Bold Glamour' filter. In an era dominated by curated online personas and beauty standards that often feel unattainable, Dove's campaign, born out of a global creative meeting led by Ogilvy and DAVID, takes a decisive stand. This campaign stands as a testament to Dove's overarching commitment to #NoDigitalDistortion, urging its expansive global community to physically turn their backs on the toxic beauty standards perpetuated by filters and editing tools.



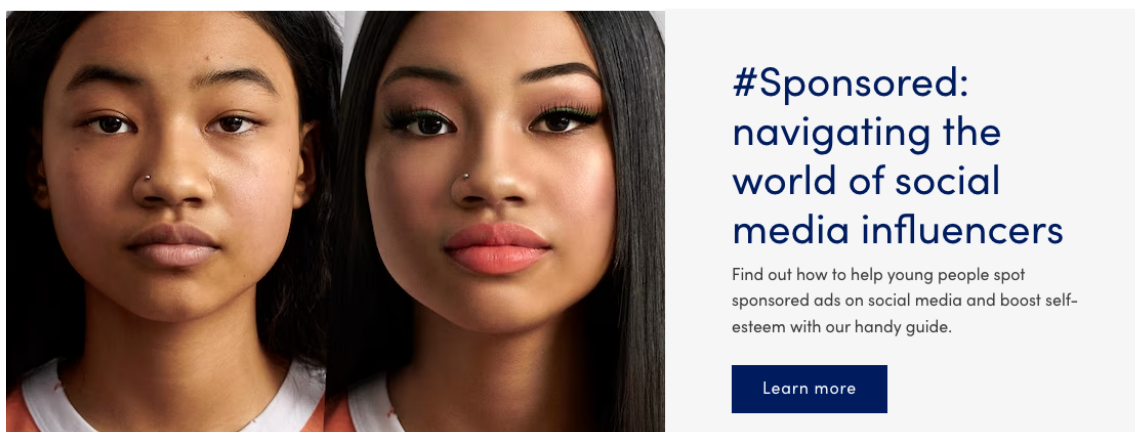
Six women turning away from the camera, walking off-screen to emphasize the message that no filter should dictate how you should look.



The heart of Dove's initiative lies in its potent call to action, amplified by influencers who share deeply personal insights into the detrimental effects of the 'Bold Glamour' filter. In a mere seven days, the campaign's hashtag, #TurnYourBack, surges to over 365 million views, underscoring the urgency of dismantling distorted beauty standards perpetuated by social media platforms.

At its core, this campaign is rooted in extensive research from the Dove Self-Esteem Project, shedding light on the unsettling reality that a significant percentage of girls in the US grapple with the beauty standards projected on social media. Perhaps even more alarming is the statistic that by the tender age of 13, a staggering 80% of young girls have already manipulated their photos using filters or retouching apps.

The genesis of #TurnYourBack during a global creative meeting emphasizes the borderless nature of creativity and the potential for collective action to spark meaningful change. Liz Taylor, Ogilvy's global chief creative officer, poignantly notes the irony of discovering the harmful 'Bold Glamour' filter while discussing the positive impacts of emerging technologies. In this sense, the campaign becomes a symbol of the ongoing battle against toxic beauty standards, aligning seamlessly with Dove's broader mission to foster a positive social media environment.

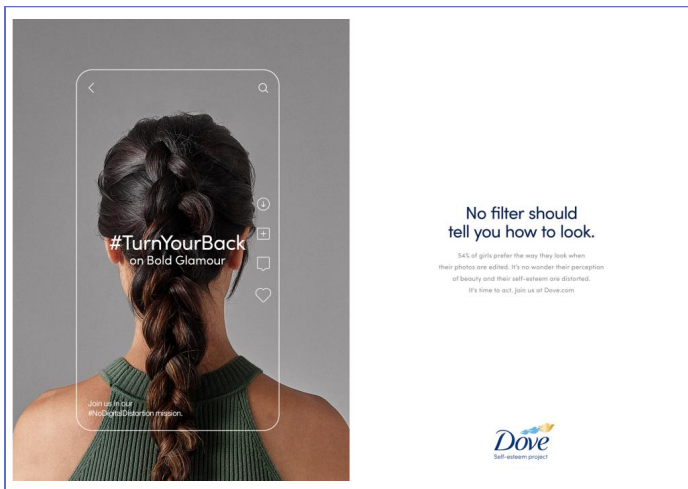


Before and after comparison featuring a black woman without makeup, followed by the same woman with makeup, accompanied by the hashtag #sponsored. The image promotes a guide on navigating the world of social media influencers, aiding young people in recognizing sponsored ads and boosting self-esteem. A "Learn More" button is prominently displayed.

Beyond being a mere gesture, #TurnYourBack becomes a rallying cry for positive impact in the lives of young women worldwide. As influencers and content creators unite under the banner of Dove, the campaign issues a resounding call to reject the 'Bold Glamour' filter, reinforcing the powerful message that real beauty is inherently bold and diverse. This nuanced approach echoes Dove's unwavering commitment to authenticity and inclusivity, harmonizing with its overarching goal of nurturing a positive digital space reflective of genuine beauty.

In the landscape of social media, where authenticity is both in high demand and often elusive, Dove's #TurnYourBack campaign emerges as a beacon of positivity in the year 2023. It stands as a prime example of how a brand can leverage social media to not only build a community but to ignite a movement against harmful beauty standards. The campaign inspires individuals to be authentic, embrace their true selves, and challenge societal norms, marking a significant milestone in the ongoing quest for genuine representation in the digital age.

- **Simple Language:** Dove effectively communicates its message in clear and understandable language, urging people to turn their backs on the harmful filter. The campaign's messaging is straightforward and accessible.
- **Non-Performative Approach:** Dove takes a genuine and non-performative stance, actively addressing the potential damage caused by the 'Bold Glamour' filter. The campaign is not just about statements; it's a call to action, inviting people to join the cause.
- **Accessible Events and Activations:** While the campaign primarily unfolds on social media, Dove could enhance accessibility by ensuring that all related content, including videos and images, is captioned or accompanied by alternative text.



A female turning away from the camera, emphasizing natural beauty, accompanied by the title "No filter should tell you how to look."

- **Consideration for Disabilities:** The campaign emphasizes the mental health impact of beauty standards, indirectly acknowledging the impact on individuals with disabilities. However, explicit reference to the accessibility concerns of those with disabilities would enhance the campaign's inclusivity.
- **Representative Partnerships:** Dove collaborates with content creators and body confidence advocates, aligning with influencers who share the brand's commitment to authenticity. This partnership strategy contributes to diverse representation in the campaign.

- **Inclusive Perspectives and Narratives:** The campaign promotes the narrative that filters like 'Bold Glamour' create unrealistic beauty standards, fostering a more inclusive perspective by challenging societal norms.

- **Community Engagement and Feedback Loops:** Dove actively engages its community, inviting them to participate in the #TurnYourBack movement. However, incorporating a feedback loop, perhaps through testimonials or shared stories, would enhance the commu
- **Multi-Channel Accessibility:** The campaign primarily unfolds on social media, ensuring accessibility across various platforms. Dove could further diversify its approach by incorporating accessible elements in traditional marketing channels.
- **Seamless Digital Integration:** Dove demonstrates a seamless integration of its digital campaign, aligning with its commitment to #NoDigitalDistortion. The campaign leverages technology to address a digital issue, showcasing a cohesive approach.
- **Inclusive Development Process:** While the campaign addresses inclusivity in its content, a behind-the-scenes look or a statement on Dove's inclusive development process would provide transparency and reinforce its commitment.

In summary, Dove's #TurnYourBack campaign aligns well with several criteria of the accessible marketing checklist. Enhancements in explicit consideration for disabilities and the incorporation of a feedback loop would further strengthen its inclusivity and impact.

Victoria's Secret CAMPAIGN: ADAPTIVE INTIMATES



VICTORIA'S SECRET + ACCESSIBLE MARKETING: 8/10

Accessibility Factor:

Victoria's Secret's Adaptive Fashion Campaign breaks barriers by authentically engaging with individuals with disabilities and challenging beauty standards, marking a pioneering step in creating a more inclusive fashion landscape.

Victoria's Secret embarked on a groundbreaking venture into the realm of adaptive fashion during New York Fashion Week, marking a pivotal moment bolstered by a discerning and inclusive marketing strategy. This strategic move to unveil an adaptive intimates collection in collaboration with Runway of Dreams reflects a thoughtful approach to tap into a historically overlooked market segment.



A black disabled female confidently wearing a Victoria's Secret swimsuit while using prosthetic legs

The journey towards inclusivity and adaptable clothing has been primarily steered by consumer demand, with the children's and intimate apparel markets setting a commendable standard. While Victoria's Secret grappled with a legacy of unsavory comments and lacked inclusivity, recent years have seen efforts to hire models representing a broader range of people. However, the brand had yet to address the needs of customers with disabilities comprehensively.

The turning point came when Lydia Smith assumed the role of Chief Diversity Officer in 2021. Attending an event hosted by Runway of Dreams, she encountered numerous women expressing a shared desire for an adaptive bra. Runway of Dreams Founder, Mindy Scheier, also the leader of Gamut Talent Management, a consulting group specializing in authentic engagement with people with disabilities, played a crucial role in fostering this collaboration.

After a year of focus groups, development, and design meetings, Victoria's Secret unveiled its first adaptive line on the Runway of Dreams runway during the last day of New York Fashion Week. The highlight of this collection is a revolutionary bra featuring strong magnets at the center instead of a traditional hook-and-eye closure, offering a more accessible dressing experience. Additionally, buckles at the front allow for easier strap adjustment.

In a poignant revelation during a focus group, a man with cerebral palsy shared the challenges he faced in the intimacy of his relationship due to the traditional bra closure. With the introduction of the adaptive bra, his able-bodied wife can now wear it, providing an empowering solution to a previously overlooked aspect of intimacy in relationships.

The marketing campaign accompanying this adaptive fashion debut challenges traditional beauty standards by prominently featuring models with disabilities on the runway. The collaboration with Runway of Dreams further enhances the campaign's credibility, ensuring an authentic resonance. Victoria's Secret's marketing communication adopts a clear and accessible language, breaking away from conventional neutrals associated with medical bras by incorporating bright and fun colors. This aesthetic choice communicates a message of personal expression, encouraging individuals with disabilities to embrace fashion as a form of self-expression.



A female, gracefully adorned in black Victoria's Secret dress, seated in a wheelchair.

Emphasizing sensory-friendly fabric and magnetic closures, the marketing narrative highlights the brand's thoughtful consideration for the unique needs of individuals with different abilities. Integration of feedback from focus groups underscores Victoria's Secret's commitment to inclusive development and informs its marketing strategy, positioning the brand as genuinely dedicated to understanding and meeting the diverse needs of its audience.

While celebrating the success of the debut, there are opportunities for Victoria's Secret to further enhance its marketing strategy. Adding testimonials or personal stories from individuals benefiting from the adaptive fashion collection could add a human touch. Additionally, continued emphasis on social media and online platforms would broaden the audience and foster a community around the brand's venture into adaptive fashion.

In conclusion, Victoria's Secret's adaptive fashion marketing campaign signifies a substantial industry shift, showcasing a commitment to inclusivity and a challenge to traditional norms. The brand's strategic partnerships, clear communication, and emphasis on personal expression position it as a trailblazer in accessible marketing within the fashion landscape.

- **Simple Language:** The marketing materials employ a clear and accessible language, ensuring that information about the adaptive fashion collection is easily understood by a diverse audience.



A red carpet photoshoot featuring a group of women, with the title "Getting Intimate with Disability."

- **Non-Performative Approach:** Victoria's Secret aligns itself with Runway of Dreams, emphasizing a genuine commitment to inclusivity. The use of models with disabilities on the runway challenges traditional beauty standards, contributing to an authentic narrative.
- **Accessible Events and Activations:** While the brand's participation in New York Fashion Week is a notable event, there is an opportunity to host additional events or activations dedicated explicitly to the adaptive fashion collection.
- **Consideration for Disabilities:** The collection's emphasis on sensory-friendly fabric and the use of magnets as closures demonstrates thoughtful consideration for the unique needs of individuals with disabilities.

- **Representative Partnerships:** Collaborating with Runway of Dreams, an organization dedicated to inclusivity in the fashion industry, adds credibility to the campaign. However, additional partnerships with disability advocacy groups could further enhance representation.

- **Inclusive Perspectives and Narratives:** The marketing narrative challenges traditional norms and celebrates personal expression through bright colors, contributing to an inclusive perspective.
- **Community Engagement and Feedback Loops:** Integrating feedback from focus groups demonstrates a commitment to understanding and meeting the needs of the audience. However, showcasing testimonials or personal stories could further engage the community.
- **Multi-Channel Accessibility:** The campaign leverages traditional fashion show platforms, but there is room to expand accessibility through a continued emphasis on social media and online platforms.
- **Seamless Digital Integration:** The brand's emphasis on sensory-friendly fabric and magnetic closures could be reinforced digitally, providing an immersive online experience that aligns with the collection's themes.
- **Inclusive Development Process:** Victoria's Secret demonstrates inclusivity in the development process by integrating feedback from individuals with disabilities, positioning the brand as genuinely dedicated to understanding diverse needs.

LEGO

CAMPAIGN: LEGO FRIENDS UNIVERSE



LEGO + ACCESSIBLE MARKETING: 8/10

Accessibility Factor:

LEGOs aren't just for building anymore. LEGO's marketing for the reimagined Friends universe sets a new gold standard, scoring high in inclusivity, thoughtful representation, and engagement, making it a pioneering example in the toy industry.

In a groundbreaking move, the LEGO Group unveiled a reimagined LEGO Friends universe that reflects the diverse world of today's children. This evolution comes a decade after the initial launch of LEGO Friends, with a profound focus on inclusivity. Recognizing the need for greater representation in the toy industry, the new generation of LEGO Friends introduces characters from various ethnicities, cultures, physical abilities, and non-visible disabilities, including Down Syndrome, anxiety, and vitiligo.



In the vibrant LEGO Friends universe, diverse characters from various backgrounds and abilities come together, including new representations of Down Syndrome, anxiety, and vitiligo.



The 2023 LEGO Friends Advent Calendar introduces Autumn on the first day, who was born without the lower part of her left arm.

From characters with limb differences to Friends navigating ADHD and anxiety, the products are a departure from the usual simplicity of children's toys. The first set of products launched along with a 44-minute special episode of its LEGO Friends YouTube Series. Children's input and feedback played a crucial role in shaping this transformation, emphasizing the LEGO Group's commitment to reflecting the real-life diversity of its young audience. The characters' storylines are designed to explore the challenges and triumphs of friendships in the contemporary world. The LEGO Group aims to provide children with relatable content that promotes emotional and social development through play, fostering understanding of individuality and diversity.

The LEGO Group conducted a nationwide survey of children ages 6 to 12 during the design process, polling the kids about their daily emotions, friendships, and toy preferences. According to the survey, 70 percent want to see their toys represent emotions beyond "smiley or happy" in favor of more realistic expressions. In their own lives, the vast majority of kids (94 percent) said they believe it's important to talk to someone else about big emotions, while 93 percent said they believe it's good to have friends that are different from you and can teach you new things.



Two LEGO characters, each with unique differences, embodying diversity and inclusivity.

The company enlisted the expertise of the Geena Davis Institute on Gender in Media and leading childhood researchers to craft the alternative set of LEGO toys. The importance of addressing kids' mental health was highlighted in the process. Today's children face elevated stress levels, and they recognize the significance of expressing their emotions. Children typically don't articulate their feelings verbally; instead, they often open up through play.

The introduction of a diverse range of toys and figures ensures that more children can identify with and explore their emotional experiences, fostering a sense of connection, reducing feelings of isolation, and building coping skills for life. The stories behind each of the new characters, residents of LEGO's Heartlake City, are fictional representations of the diverse experiences of tweens. The paired content tells stories of real relationships and struggles — offering forms of visible and non-visible representation — using the means most accessible for younger audiences: childhood stories and play. This comprehensive approach ensures that LEGO Friends not only introduces a diverse range of characters but also addresses the complexities of emotions and identities that resonate with today's children.

The combination of physical toy sets and digital content offers a multi-dimensional experience, fostering relatability and understanding among young audiences.

The LEGO Friends marketing campaign, accompanying the unveiling of the reimagined universe, strategically integrates various elements to reinforce inclusivity and representation.

- **Simple Language:** The LEGO Friends marketing campaign employs straightforward and accessible language, ensuring that information about the reimagined universe is easily understood by a diverse audience.
- **Non-Performative Approach:** LEGO embraces a non-performative approach by actively involving children in the creative process and creating content that authentically reflects diversity, demonstrating a genuine commitment to inclusivity.
- **Accessible Events and Activations:** The unveiling of the new LEGO Friends universe was a significant event, and there is an opportunity to host additional events or activations explicitly dedicated to showcasing the diverse characters and storylines.
- **Consideration for Disabilities:** LEGO's commitment to characters with limb differences, Down Syndrome, anxiety, and vitiligo demonstrates thoughtful consideration for diverse abilities, fostering inclusivity.



A diverse group of LEGO characters from the LEGO universe, each bringing their unique features, expressions, and personalities to the imaginative world of LEGO.

- **Representative Partnerships:** While the collaboration with the Geena Davis Institute on Gender in Media is commendable, additional partnerships with organizations focused on disability advocacy could enhance representation.
- **Inclusive Perspectives and Narratives:** LEGO's marketing narrative challenges traditional norms and celebrates diversity, contributing to an inclusive perspective through colorful and relatable characters.
- **Community Engagement and Feedback Loops:** Involving children in the creative process and integrating feedback showcased a commitment to understanding and meeting the needs of the audience. Incorporating testimonials or personal stories could further enhance community engagement.

- **Multi-Channel Accessibility:** The campaign leveraged traditional unveiling events, but expanding accessibility through a continued emphasis on social media and online platforms could reach a broader audience.
- **Seamless Digital Integration:** While the physical representation is strong, reinforcing sensory-friendly themes and diverse characters digitally would provide a more immersive online experience.
- **Inclusive Development Process:** LEGO demonstrated inclusivity in the development process by actively involving children, reflecting a dedication to understanding and meeting diverse needs.

The 2024 Forecast

As the curtain rises on 2024, the landscape of marketing is undergoing a profound transformation, with accessibility emerging as the guiding star. This year promises to be an odyssey marked by authentic representation, embracing diverse perspectives, and sculpting a marketing milieu that resonates universally.

Looking ahead, we anticipate monumental shifts in how companies, businesses, governments, and small business owners reach people across all demographics with their marketing strategies. Investments in inclusive teams and adaptive technology are more accessible than ever, prompting organizations to take a proactive approach to making their brands universally accessible.

In the coming months, we foresee a surge in collaborative efforts between industries and advocacy groups, pooling resources to break down barriers and set new standards for inclusive marketing. This synergy will not only redefine the way businesses connect with their audiences but also challenge the status quo, urging competitors to pivot toward more authentic, inclusive, and universally resonant campaigns.

As technology continues to evolve, we predict a wave of innovations aimed at enhancing the accessibility of digital experiences. From augmented reality applications tailored for diverse users to voice-command interfaces breaking language barriers, the digital realm will become a frontier where inclusivity is not an afterthought but a fundamental design principle. In the wake of these advancements, companies that prioritize accessibility will not only capture broader markets but will also be recognized as pioneers shaping the future landscape of marketing. The 2024 forecast is not just a vision; it's a call to action, inviting brands to embark on a transformative journey toward a more inclusive and universally resonant era of marketing.

In conclusion, the state of accessible marketing in 2024 is defined by a shift towards authenticity, inclusivity, and universal resonance. Key trends emphasize diversity, and our ten-point evaluation criteria set a standard for assessing inclusivity and authenticity. Case studies from 2023 showcase transformative practices in accessible marketing. Looking ahead, the forecast predicts collaborative efforts, technological innovations, and a fundamental change in how businesses approach marketing. The time for inclusivity is now, and brands are called to prioritize accessibility as a pivotal factor in shaping the future of marketing.



Accessible Marketing is Universal Marketing.



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