

A satellite view of Earth at night, showing the illuminated continents of Europe and Africa. The city lights are visible as bright yellow and white spots against the dark blue of the oceans and the black of the night sky. The Earth's horizon is visible at the top, with a thin layer of atmosphere glowing in shades of blue and white.

JCDecaux

CASE STUDIES

# THE POWER OF THE PUBLIC SCREEN REACHING THE GREATEST NUMBER OF A KEY TARGET AUDIENCE TO EMPHASISE THE IMPORTANCE OF INCLUSION IN GROWING REAL INNOVATION

*Microsoft Signly*

## CAMPAIGN BACKGROUND:

The Microsoft Signly campaign was launched as part of Microsoft's five-year commitment to inclusivity and accessibility. The British Sign Language (BSL) translators within the Digital Out-of-Home creative were provided by the Royal Association for Deaf People and Signly, part of Microsoft's 'AI for Good' start-up cohort.

## CAMPAIGN DETAILS:

October – November 2021

Channel Rail D6s

UK-wide

Campaign created by Microsoft, Signly, the Royal Association for Deaf People, JCDecaux UK, Carat, Posterscope and MRM

## CAMPAIGN OBJECTIVES:

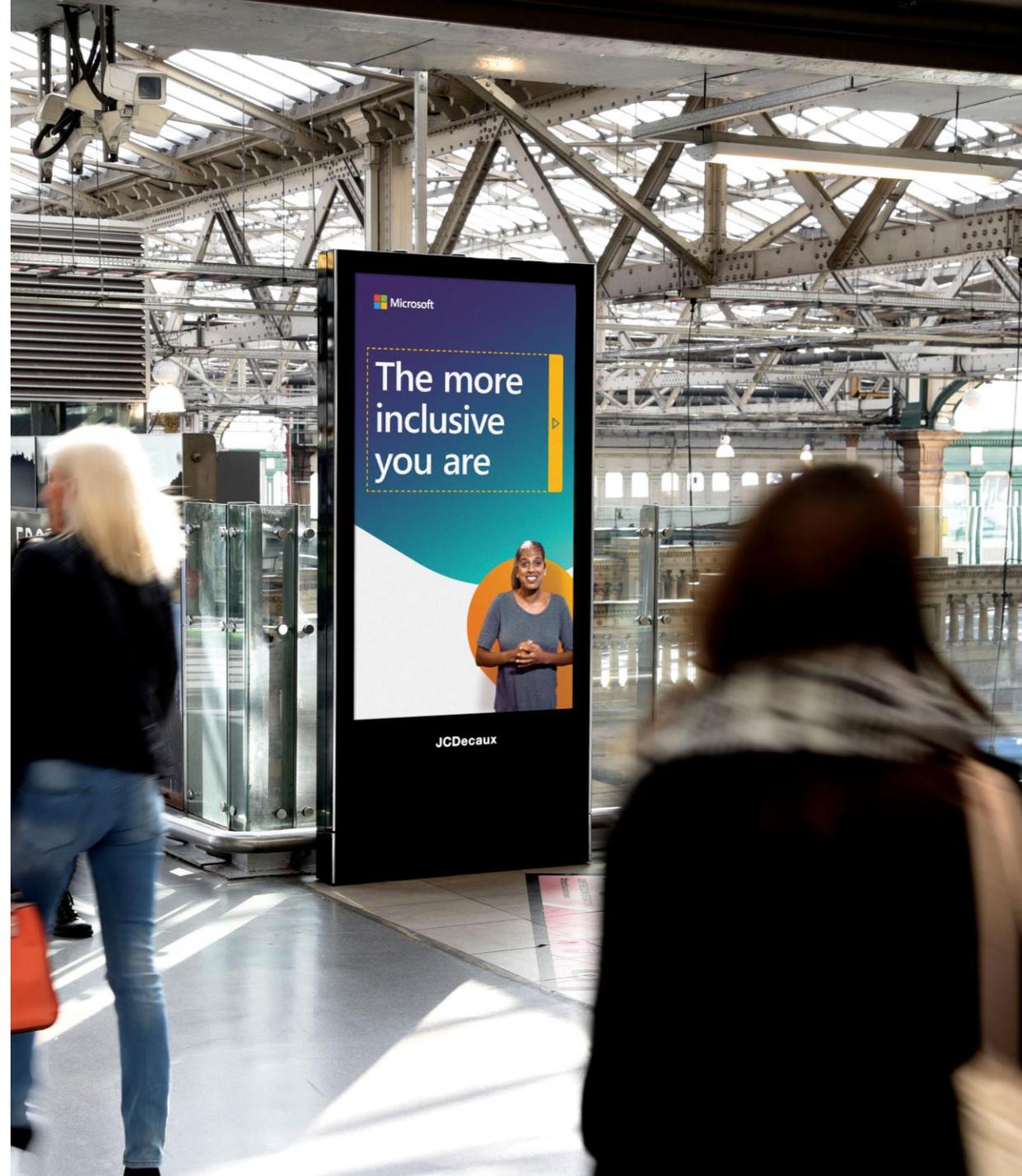
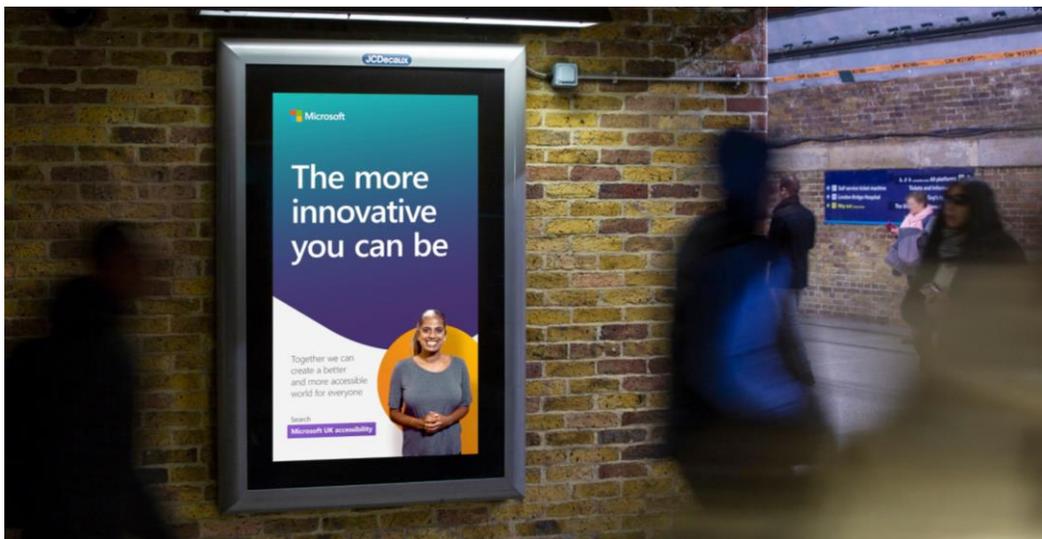
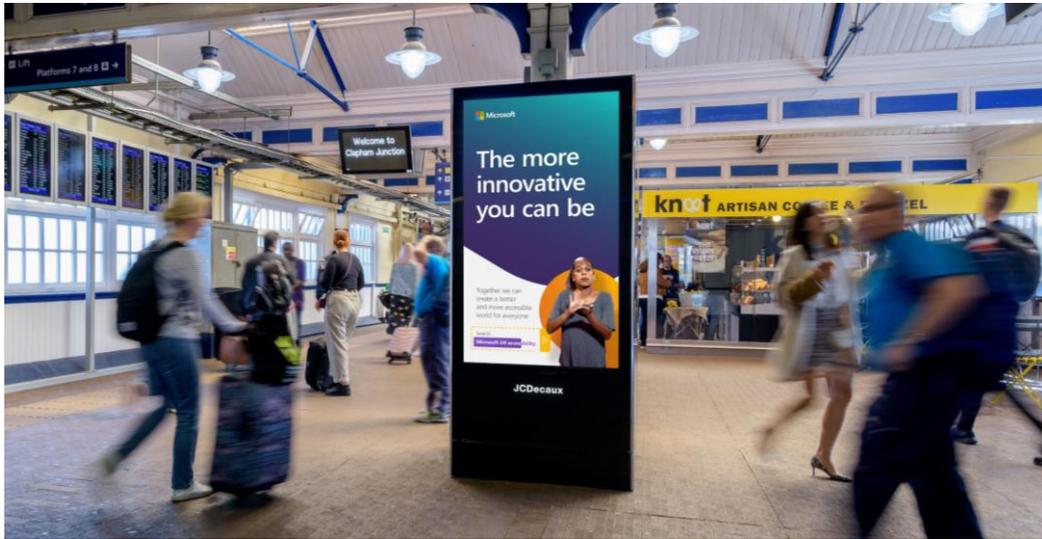
Deliver an unmissable media first - the use of BSL within a national Digital Out-of-Home campaign - to drive discussion of the campaign message, that when you are more inclusive you can be more innovative

Introduce a vast new audience to BSL through an authentic, trusted media channel

Showcase the crucial role technology plays in improving access, and equality, for under-served populations

Reach a concentration of business leaders to ensure maximum exposure in front of the target audience

Highlight Microsoft as leaders in accessibility and raise awareness of the brand's newly-launched accessibility website, containing resources to help companies become more inclusive, able to benefit from access to the wealth of under-represented innovative talent as a result





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One of Microsoft's key messages is that when you are more inclusive, you can be more innovative, and this unique campaign enabled us to explain this clearly, through visual short-form content. Digital Out-of-Home (DOOH) is the perfect medium to communicate purpose-led messages. It's proven to be trusted, which was a crucial factor to establish Microsoft as an accessible technology leader; and has vast scale and reach. By using rail DOOH channels, the message was positioned clearly in front of our target business audience, working in tandem with social media to create visual parity leading to a great response.

We really felt that the campaign positively shifted perception of, and positive response to, the Microsoft brand, driving over 115,000 LinkedIn views and an increase in visits to our website. Crucially, the campaign's visibility and memorability introduced a substantial new audience to British Sign Language (BSL), opening more doors for our partners, Signly, to help other organisations become more accessible through their ground-breaking technology.

**VICTORIA OAKES**

STORYTELLING & DIGITAL DESTINATIONS  
LEAD,  
MICROSOFT



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This campaign is the very first time many people will have seen sign language, and certainly the first time in advertising. I particularly liked the ad's outstanding layout, lovely size overall, colours and the in-vision translator on the screen. It's about time: this is the first time BSL has been seen like this since the Equality Act 2010 was established. As a result, new people have asked to connect with Signly, and I'm sure more people appreciate Microsoft, due to them supporting Deaf people and other disabilities with their 'AI for Good'.

I hope that the campaign will attract more people to learn sign language; that other businesses will now use Signly like Microsoft does; and that the public will back discussions on future ideas for the BSL Act – granting BSL legal status - and the launch of a BSL GCSE. Ultimately, I hope that the campaign will contribute towards public understanding that Deaf people have issues. As Rose Ayling-Ellis said: "There's nothing wrong with being Deaf – it's society that's the problem."

**TIM SCANNELL**

SOCIAL MEDIA AMBASSADOR,  
SIGNLY