JCDecaux Reach

Representation in the Real World

THE DIVERSITY STANDARDS COLLECTIVE

Best Practice Guide for Inclusive Disability Representation in Out-of-Home

These best practices have been carefully put together using the data from our survey of 200 disabled people, alongside consultation with our focus groups and specialist partners who directly informed this guidance.











1 Actively Address Accessibility

Designing for the margins helps win the middle. Accessible OOH benefits everyone. With 1 in 5 people in the UK disabled, designing for low vision or sensory needs creates clearer, more effective campaigns for all audiences.

2 Prioritise Natural Pause Points

In busy environments, disabled people may prioritise safety over attention. Focus on natural pause points—bus stops, platforms, crossings—where dwell time exists. OOH performs best when audiences have the time and space to engage comfortably.

3 Be Mindful of Motion

Avoid flashing, strobing or fast-moving visuals. These can overwhelm or exclude audiences with sensory sensitivities. Use calm, steady visuals and gentle transitions to ensure your campaign is engaging, not disruptive.

4 Make Readability a Creative Feature

If it can't be read, it won't be remembered. Use high contrast, clear fonts, large type and strong spacing. Ensure DOOH creative stays on screen long enough to be fully read and understood.

5 Crew Up and Win Out

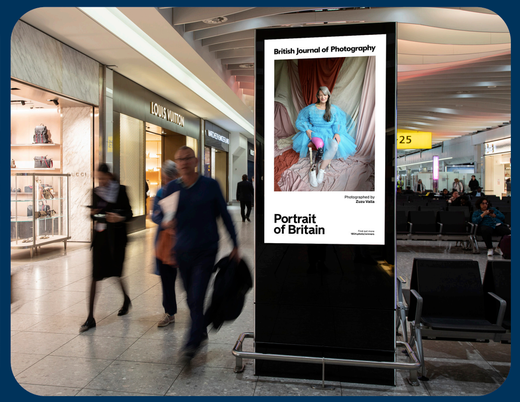
Authenticity starts behind the scenes. Work with disabled creatives and cast real disabled talent. With 72% rarely seeing themselves in ads, inauthentic or surface-level representation will be quickly recognised and rejected.

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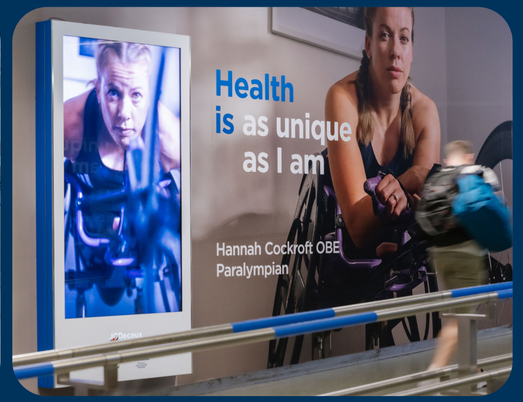
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6

Build a Digital Bridge

Use QR codes and mobile integrations to extend your campaign into accessible digital environments. This allows audiences to engage using assistive tech like screen readers, on their own terms.

7

Cast Real People, Tell Real Stories

9 in 10 disabled people (91%) would be more likely to consider a brand if it included a disabled person or story in its OOH campaign.

8

Be Spatially Aware

Accessibility is physical. Ensure screens are positioned at accessible heights, with space to dwell safely. Avoid placing key messaging in high-stress or crowded environments where engagement is limited.

9

Diversify your Representation

Reflect the full spectrum of identity. 78% say intersectional representation matters, so show disability alongside race, gender, age, and more - not as a single, standalone trait.

10

Walk the Talk (Pun Intended)

Your campaign must match your reality. Ensure your products, services and experiences are accessible. With the £274bn Purple Pound, inclusive brands build trust, credibility and growth. Avoid tokenism - audiences will notice.

Utilise Available Resources:

Leverage tools and guidelines from organisations like JCDecaux and DSC to ensure your campaign is both inclusive and effective.

- Host workshops and ideation sessions with DSC to create spaces where disabled community members can share their ideas, experiences, and perspectives freely.
- DCS can test creative copy, visuals, and other media with a range of disabled community consumers and professionals to maximise impact whilst ensuring inclusive and authentic representation.
- Optimise campaign creative with JCDecaux's in-house AI creative testing tool, Optix, which looks at which parts of the creative capture audience focus.