# Transcript – Making ads accessible for blind and partially sighted people

EMILY DAVISON: The whole entire advert, the actors were singing whilst their mouths were full.

VOICE-OVER: Would you know what was happening on TV if you couldn’t see the screen?

AMIT PATEL: It’s all very well and good having some beautiful music running through it. Maybe some sound effects but – if that doesn’t identify what the product, service or brand is - how do I know whether I want it?!

EMILY: One of the main ways that I think that brands and retailers could make their adverts more accessible and more inclusive for their visually impaired and non-sighted customers would be to, of course, add audio description.

AUDIO-DESCRIPTION FROM FLASH ADVERT: The dog leans on a clear, white bath.

(MUSIC FROM THE FLASH ADVERT): I’m sure there was lots of mud. I shook off so much mud.

AMIT: Could you close your eyes and tell me what that product, the service, the brand is – just by what you can hear?

(MUSIC FROM FLASH ADVERT): It works miracles.

AMIT: If you can’t – it needs to be audio described.

AUDIO-DESCRIPTION FROM FLASH ADVERT: She admires the clean home.

MUSIC: Flash…cleans up the impossible.

EMILY: If I see an advert that is accessible and that contains audio description or is inclusive, what it’s telling me is that a brand cares.

AMIT: It feels like a great experience to know what the product is and actually run through the advert without actually having the visual clues but I know what it is at the end of it.

VOICE-OVER: For more information on making adverts accessible, go to rnib.org.uk/AccessibleAds. RNIB: See Differently.