

*ACCESSIBILITY
MARKETING –
BASIC PRINCIPLES*



A JOINT PROJECT OF
THE HIGHER SCHOOL
OF MARKETING OF
HSE AND RUFILMS
GROUP





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Accessibility marketing as a concept

- People with cognitive and sensory disabilities constitute a growing group of consumers of various goods and services.
- Very few companies and corporations include accessibility adaptation of their goods and services to their needs.
- Accessibility marketing may be defined as marketing activities aimed at groups whose customer behavior and choices they make while purchasing goods or services are influenced by their atypical sensory or cognitive profiles.

Accessibility marketing course

- Defining accessibility for marketing specialists
 - Surprisingly few of them are aware of
 - the size of this consumer group
 - Its growth prospects
 - The needs of disabled people
 - The scope of activities and action areas for reaching out to this consumer group
- Defining sensory and cognitive drawbacks that need to be compensated and ways to do that.
- Describing key areas of marketing action that might yield considerable results
 - Easy-to-read adaptation
 - Point of Sale actions and sales scripts for disabled people
 - Packaging
 - Promotion
 - Customer service after the purchase

Accessibility marketing course

- Working on specific cases of the application of principles of accessibility marketing and technical ways to assist disabled people.
 - Augmented reality in offices (audio guides based on RFID chips)
 - Audio labels in shops and supermarkets
 - Rewriting sales and customer service scripts for working with disabled people – applying principles of audio description
 - Rewriting promo materials in an easy-to-read way

Prospects of accessibility marketing –number of vision-impaired people – WHO data

- Globally, it is estimated that approximately 1.3 billion people live with some form of vision impairment.
- With regards to distance vision, 217 million have moderate to severe vision impairment, and 36 million people are blind. – need for PoS and customer support guidance
- With regards to near vision, 826 million people live with a near vision impairment – packaging changes
- All these numbers come as an astounding shock to most marketing specialists who consider this group marginal.
- At the same time most of them are empirically aware of the fact that visual impairments become “younger” due to the heavy use of various small-screen gadgets

Prospects of accessibility marketing –number of hearing-impaired people – WHO data

- WHO estimates that:
- there are 466 million persons in the world with disabling hearing loss (6.1% of the world's population)
- 432 million (93%) of these are adults (242 million males, 190 million females)
- 34 million (7%) of these are children
- Approximately one-third of persons over 65 years are affected by disabling hearing loss
- Unless action is taken, it is likely that the number of people with disabling hearing loss will grow over the coming years. Projections show that the number could rise to 630 million by 2030 and may be over 900 million in 2050.

Some implications of accessibility marketing that surprised marketing specialists

- The 50+ group possesses pretty high purchasing power in areas like cars, real estate, medical services, pharmaceutical drugs.
- The customer loyalty among disabled people is much higher than in other groups as they appreciate efforts of companies to accommodate their needs and stick to their choices
- The financial sector companies have much to gain from adapting their sales and customer service scripts to the needs of the disabled people as these people have a higher rate of savings.

A Significant Market

- The global disability market comprises an estimated 1.27 billion consumers, almost matching the size of the market in China and equating to nearly 1 in 5 people worldwide. Factor in friends and family close enough to have an emotional attachment to the consumer-related needs of persons with disabilities, and you have a further 2.3 billion consumers.
- Combined, these two groups account for 53% of the global consumer marketplace, with an estimated annual spending power of \$8 trillion - more than €2.3 trillion in the European Union alone.



Sberbank Accessibility Marketing Trial

- German Gref, the Sberbank president, personally checked a Sberbank office with regard to the accessibility procedures.



Sberbank Accessibility Marketing Trial



Sberbank Accessibility Marketing Trial



Major projects

- InVitro medical diagnostic nationwide network of labs – The creation of highly adapted accessible offices for blind and deaf customers using RFID technology and augmented reality principles to the PoS adaptation

INVITRO

- The Roskachestvo – Russian Testing Center for the Promotion of the Goods and Services quality – a joint project on packaging and accessibility packaging evaluation



- Several more projects in the preparatory phase including international ones.

Prospects

- So far we've been isolated from foreign grants and funding sources and had to step up the commercial activities in this area.
- At this phase we're looking for partners for further expansion of our courses of accessibility marketing as well as accessibility marketing programs for corporations.
- Thanks for your attention!