

Expand Your Reach Through Captions

A Strategy to Change Behaviors





Ask yourself...

Is my marketing campaign going to reach my full target audience?

Am I doing everything I can to make my content easily accessible?

How can I use captions to further expand my reach (and my profits?)

Why?

- 17.4% of Michiganders are Deaf or Hard of Hearing (<1.5 Million!)
- Not everyone has their sound on when browsing social media; missed opportunities!
- Helpful for non-native English speakers
 - Fun Fact: 9.1% of Michigan families speak a non-English language at home.



**You can caption content
for ANY platform.
Here's how!**



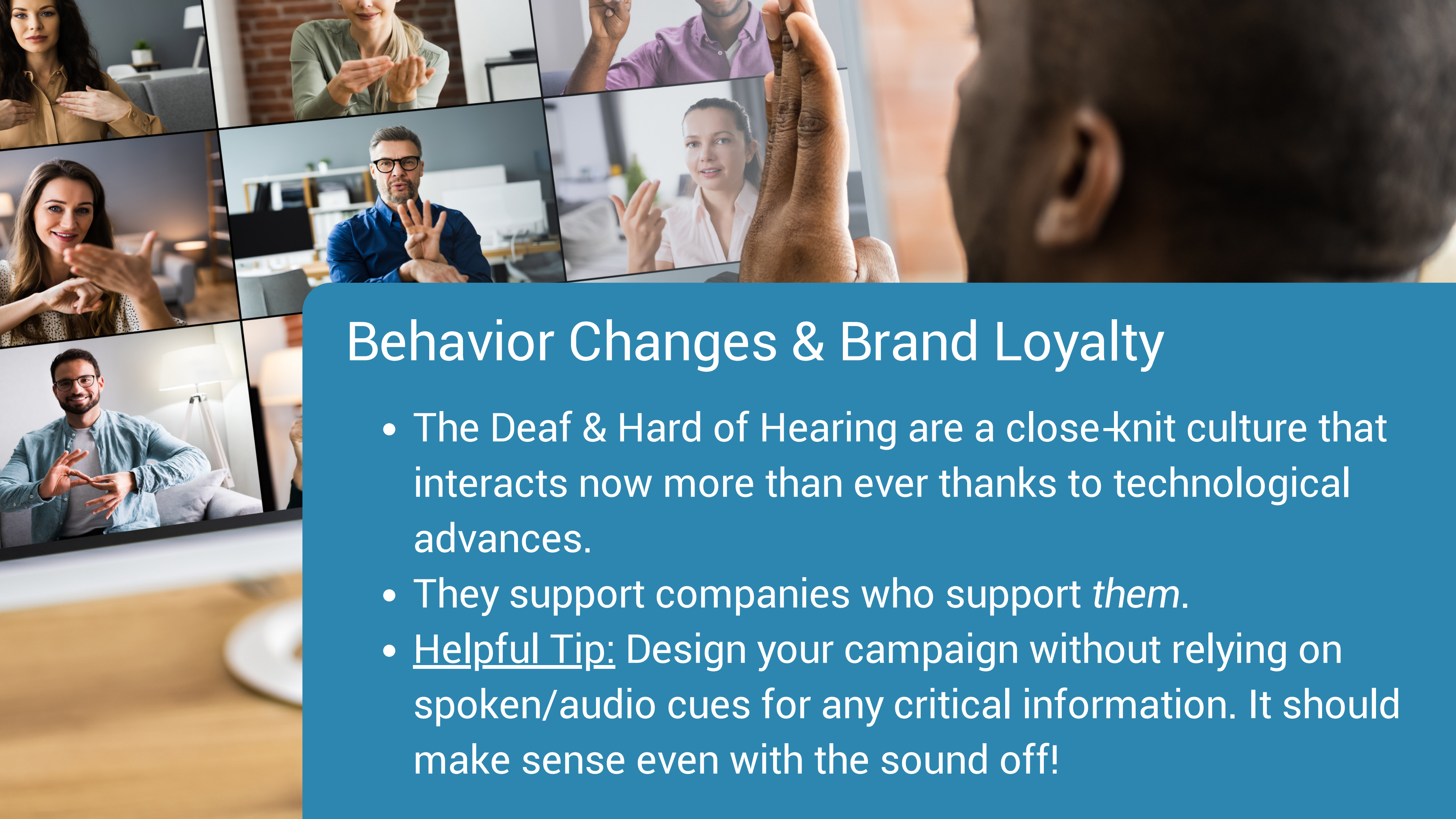
Shorter Clips



- Tik Tok, Facebook, and Snapchat each offer their own options for captioning.
- If you are trying to create content to schedule AND have captions, you need to embed the captions on the media.
- You can use Adobe Premier Pro or even Canva to add captions to your content for easy uploading!

Longer Clips

- YouTube and Facebook both have captioning abilities that can work for longer videos, and allow optional captioning. (YouTube also has downloadable captions!)
- If you want embedded captions, Adobe Premier Pro or similar programming will allow you to upload several versions of subtitles to your project.



Behavior Changes & Brand Loyalty

- The Deaf & Hard of Hearing are a close-knit culture that interacts now more than ever thanks to technological advances.
- They support companies who support *them*.
- Helpful Tip: Design your campaign without relying on spoken/audio cues for any critical information. It should make sense even with the sound off!

Behavior Changes & Brand Loyalty (cont.)

Some companies have chosen to go beyond accessibility and even include the Deaf and American Sign Language in their marketing:

- AT&T's Feel the Music video in ASL with Deaf actors & producers
- Pepsi's 2008 Super Bowl Ad featuring a Deaf joke
- Starbucks' specially-designed "Signing Store" in D.C., conveniently located near the local deaf university (Gallaudet)



**Want to learn more about
Accessibility in Marketing?**

Train with us!



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