

Face for Radio – campaign briefing



THE REALITY

81%

of people with a visible difference have experienced staring, comments or unpleasantness from a stranger

54%

say that brands regularly ignore them

64%

say that adverts do not represent people with visible differences well

With 1 in 5 people identifying as having a visible difference, there is a huge market of retail customers who are being underrepresented and underserved by brands.

And we're doing something about that.



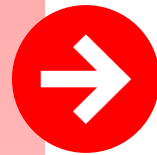
It's time for brands to step up and make my visible difference more visible.

Approximately 1 in 5 people self –identify as having a visible difference in the UK. Join us in encouraging a positive shift in awareness and representation of people with a visible difference.

Changing Faces is the charity calling for the visibly different to be truly seen as the incredible, stand out human beings they really are.

The plan

Launches Monday 17th February



- Get the attention of brands + agencies with our cheeky media placements and tailored messaging
- Start a public conversation with said brands
- Get them to share and commit to our pledge

Targeted creative executions

**A FACE
FOR
RADIO**

AND ADS LIKE
YOURS M&S

 CHANGING
FACES



IT'S TIME FOR BRANDS
TO STEP UP AND
MAKE MY VISIBLE
DIFFERENCE
MORE VISIBLE

**THE CHANGING
FACES PLEDGE**

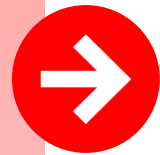


 Outside M&S Paddington

[Watch the
campaign video here](#)



Call to action



- **sign our petition – check our social channels for more information**
- **like, share and comment on your social channels, and call on your favourite brands to get involved**
- **highlight the campaign to your supporters through, for example, newsletters, stories on your websites, etc**
- **And, if you're a brand owner, sign our pledge!**



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#AFaceForRadio