

Promoting **Inclusivity, accessibility and cultural** **sensitivity**



Co-funded by
the European Union

www.sinft.net

The Promise of Impact

Social impact campaigns pledge to support communities, raise awareness, and create universal positive change.

The Friction of Technology

The medium itself relies on complicated jargon, expensive hardware, and high-bandwidth requirements.

CORE INSIGHT:

If the audience feels excluded from the campaign itself, the message entirely loses credibility.

–

Over 50% of consumers are skeptical of marketing campaigns that attempt to be inclusive but miss the mark.

Redefining Inclusive Marketing



Representation

Showcasing diverse abilities, cultures, languages, genders, and economic backgrounds.



Accessible Communication

Breaking down barriers via mobile-friendly design, subtitles, and plain language.



Active Participation

Marginalized audiences can easily navigate, interact, and transact within your ecosystem.

KEY TAKEAWAY: *Inclusivity is an environment for active participation, not just a visual aesthetic.*



Co-funded by
the European Union

www.sinift.net

The Dual ROI of Belonging

Consumer Demand

66%

Believe it is critical for brands to authentically address diversity and inclusion.

Brand Resonance: Nielsen data proves diverse ads resonate deeper and drive positive perception.

The Risk of Inaction

45%

Will actively switch or boycott brands with poor diversity and inclusion values.

Target Expansion: Inclusive practices tap into net-new consumer groups and drive revenue.



Co-funded by
the European Union

www.sinift.net

4 Pillars of Digital Accessibility



VISUAL

Readable font sizes, strong color contrast, alternative (alt) text for all images, no flashing visuals.



AUDIO

Captions and subtitles on videos, transcripts for audio, clear speech pacing.



COGNITIVE

Simple, plain language. Clear organization of information. No dense jargon.



TECHNICAL

Mobile-friendly architecture, screen reader compatibility, optimized for slower connections.

[contact@porakanova.org](https://porakanova.org)

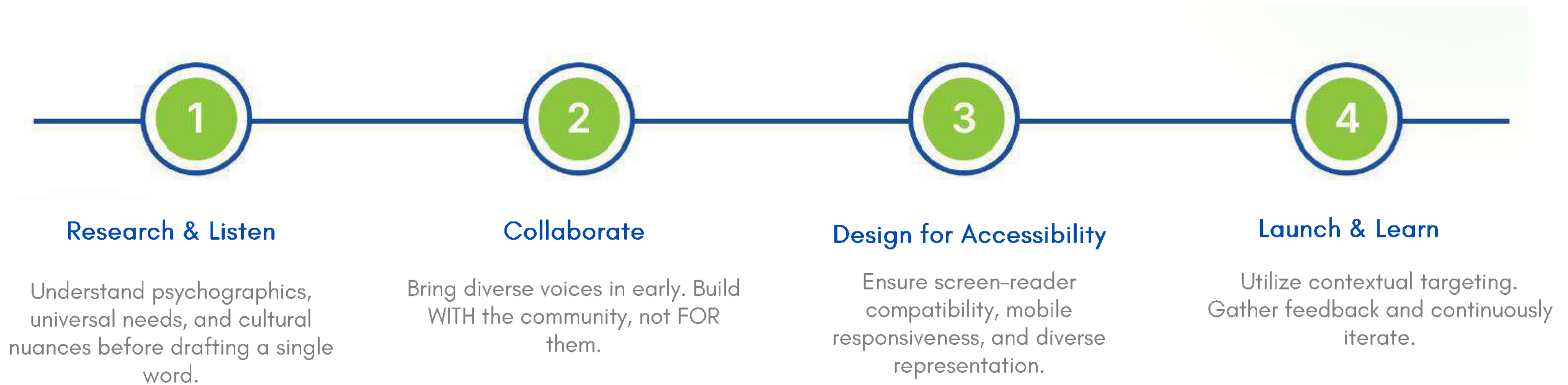


Co-funded by
the European Union

porakanova.org

www.sinift.net

The Inclusive Campaign Lifecycle



Campaign Examples

P&G

Campaign – 'The Talk'

The Strategy:

Portraying different generations navigating the reality of racial bias.

Authentic Storytelling

Centered on lived experiences, creating immediate emotional connection.

Educational Messaging

Raised awareness of systemic challenges without positioning the brand as the savior.

Social Impact

Sparked organic community dialogue, proving that addressing hard truths drives profound brand loyalty.



Co-funded by
the European Union

Campaign Examples

Nike

Campaign - 'Dream Crazier'

The Strategy:

Showcasing the inspiring stories of female athletes to actively challenge gender stereotypes in sports.

The Inclusion Catalyst:

By elevating real voices rather than corporate messaging, the campaign broke stereotypes, fostered deep belonging, and generated overwhelmingly positive global sentiment.



Co-funded by
the European Union

Inclusivity is an action, not an aesthetic.

For a social impact campaign to change the world, it must first ensure everyone is invited to participate.

BUILD THE BRIDGE. REMOVE THE FRICTION. WELCOME THEM IN.



FUNDED BY



Co-funded by
the European Union

IMPLEMENTED BY



PROJECT PARTNERS



pistes solidaires

Thank You

For further inquiries and information contact us!

 info@porakanova.org

 sinft.net



Co-funded by
the European Union