

Face for Radio - campaign



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.



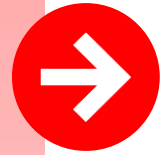
THE CHANGING FACES PLEDGE

**“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 visible difference. Changing Faces is the charity calling for the visibly different to be truly seen as the standout, incredible humans they really are.

Make the pledge →

The plan



- 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

CAMPAIGN DELIVERY



OUT OF HOME near HQs of major brands and agencies

Strategic use of poster sites in key locations such as outside Head Office to call on (and thank) brands to be representative regarding visible difference.



AN RADIO AD with a visual twist

Spotify will bring 'A Face for Radio' to life by prompting listeners to look at their phones and see a visual ad about visible difference.



A PLEDGE on social media

A tangible commitment to feature people with a visible difference in marketing and other collateral.



Targeted creative executions

**A FACE
FOR
RADIO**

AND ADS LIKE
YOURS M&S

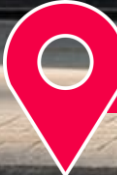
 CHANGING
FACES



IT'S TIME FOR BRANDS
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**THE CHANGING
FACES PLEDGE**



 Outside M&S Paddington

The first radio ad you can see.

When you scan our radio ads, they'll link to videos. Our faces for radio star in their own spots, challenging brands to make them more visible.



THE PLEDGE

We aim for fair and positive representation of people with visible differences in UK media. We stand together as brands and agencies to ensure that we're making visible differences more visible.

Make the pledge →



BECOME A LEADING BRAND FOR PEOPLE WITH VISIBLE DIFFERENCES

You have a chance to become an industry leader for representing everyone with a visible difference. By working with Changing Faces, you can help to increase representation of people with visible differences and challenge damaging social stigma, helping millions of people to live happier lives.

This essential work will also have a huge impact on your customers. Our research shows that 40% of people with a visible difference agreed they would be more likely to spend their money on a brand that featured someone with a visible difference in their adverts. Younger people aged 18-34 feel even more strongly with over half (53%) saying this would influence their spending decisions.

