

DIVERSITY IN ADVERTISING AWARD 2022



DISABILITY

The £1 Million pound Channel 4 Diversity in Advertising Award is back! And this year, we'll be returning to focus on the representation of visible or non-visible disabilities in Advertising.

2022 BRIEF

At Channel 4, Disability is a topic that is very close to our heart, and last year we set out a number of commitments to double our workforce disability target and increase on-screen representation by 2023. So this is now our commitment to do the same in the Advertising industry.

Although representation levels of Disabled People in Advertising is slowly on the rise, it still remains incredibly low.

4%

of ads feature
Disabled People

vs

22%

of the
UK population

and only

1%

of ads feature
Disabled characters
playing lead roles

The Diversity in Advertising Award is officially open for entries
For more information and how to enter visit diversityinadvertising.co.uk

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WE WANT TO SEE MORE ADS:

- Featuring Disabled People at the heart of their campaign
- More 'everyday ads' that aren't all about their condition or impairment
- And more ads that highlight the breadth of different disabilities.

So, we are looking for brands to come up with an **exceptional TV Ad** that best features and portrays visible or non-visible disabilities at the heart of their campaign, in a modern, authentic and non-stereotyped way. But, don't forget – the competition is all about portrayal of disability, not targeting of a Disabled audience, so we're looking for brands to inspire and educate our audience and the wider population about the realities of visible or non-visible disabilities.

And as always, we want brands to consider some element of intersectionality such as gender, sexuality, ethnicity or age.

THE PRIZE

The winning brand will receive over **£1million** of commercial airtime across the following...



LINEAR



VOD



YOUTUBE

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DATES & PROCESS

■ 29/06/2022

ENTRIES OPEN

Brands and Agencies are invited to submit a 2 page PDF summarising the creative concept.

■ 24/08/2022

ENTRIES CLOSE

Unless an extension has been agreed (email 4Sales@Channel4.co.uk), all entries must be submitted on the website by 4pm.

■ SEPTEMBER

SHORTLIST ANNOUNCEMENT

■ 13/10/2022

JUDGING DAY

Stage two of the competition requires the shortlisted brands to attend an inperson pitch day with our judging panel.

■ 27/10/2022

WINNER ANNOUNCED

■ Q2 2023

CAMPAIGN ON AIR

SO WHAT ARE YOU WAITING FOR?...

**THE DIVERSITY IN ADVERTISING AWARD
IS OFFICIALLY OPEN FOR ENTRIES.**

diversityinadvertising.co.uk