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NOTHING ABOUT US,  
WITHOUT US





# 27%

of people are disabled

Source: gov.uk

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IN THE USA THERE ARE....

61,000,000 DISABLED PEOPLE

1,000,000 VEGANS

ARE BRANDS CREATING ADS, PRODUCTS  
AND SERVICES **TO DIRECTLY ENGAGE  
THEIR DISABLED AUDIENCE?**

THERE IS A MISSED OPPORTUNITY  
**FOR SO MUCH MORE.**

Source: gov.uk, parliament.uk, gov.uk, Vegan Society

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# THE PURPLE POUND (DOLLAR)

GLOBALY, FAMILIES OF DISABLED  
PEOPLE SPEND AN ESTIMATED \$13  
TRILLION A YEAR

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As a Business are You  
Engaging with the Largest  
Minority in the World?  
**THAT'S WHY WE'RE HERE**



ONLY

**0.06%**

OF DIGITAL ADS INCLUDE  
DISABLED PEOPLE (2016)

BUT

**24%**

OF THE UK POPULATION  
IS DISABLED



Source: gov.uk

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SUMMER 1996

A close-up photograph of a goat's head, facing forward. The goat has white fur on its face and neck, with brown patches around its eyes and on its ears. It has long, curved, brown horns. It is wearing two large, shiny red boxing gloves. The background is a dark, smoky blue and purple gradient.

# THE WORLD'S ONLY SOCIAL-FIRST, INCLUSION-FOCUSED MARKETING AGENCY



The Drum  
Awards  
Marketing  
Winner 2022



UK Social  
Media Awards  
2023 Winner



# INCLUSIVITY IN OUR DNA

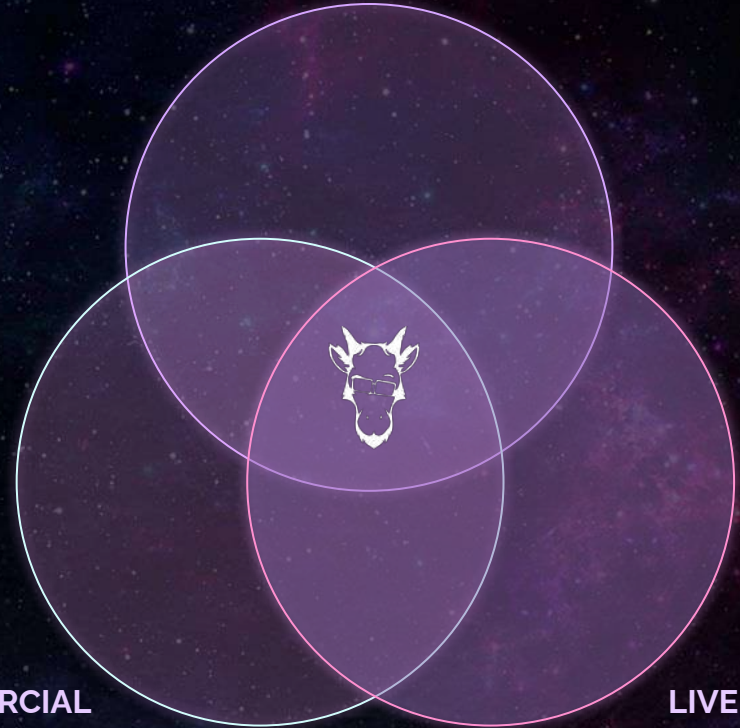
Purple Goat is an multi-award winning marketing agency like no other. We pride ourselves on exceptional creative, content and campaigns whilst also confidently hand-holding clients through the experience of becoming more inclusive and representative as a brand.

Over 50%+ of our staff have a disability, and we look to crush outdated misconceptions and fears around disability with all who work with us, whilst upskilling partners and clients on accessibility, inclusion and DE&I in the process.

COMMERCIAL  
UNDERSTANDING

STRATEGIC  
EXPERTISE

LIVED  
EXPERIENCE





# SO WHAT DO WE DO?

We support brands to embed inclusivity authentically into their business.

Driving progressive representation, accessibility and the value of lived-experience in all we do.

'Doing disability right' might feel scary, but we promise it's not - we'll be there every step of the way.





LISTEN AND LEARN

# INSIGHTS FROM THE GROUND UP

There is no substitute for listening and learning from the community themselves. We might make calculated assumptions about how the community think or behave - but until we ask them we don't really know. We empower brands to make informed decisions that truly resonate with the community.



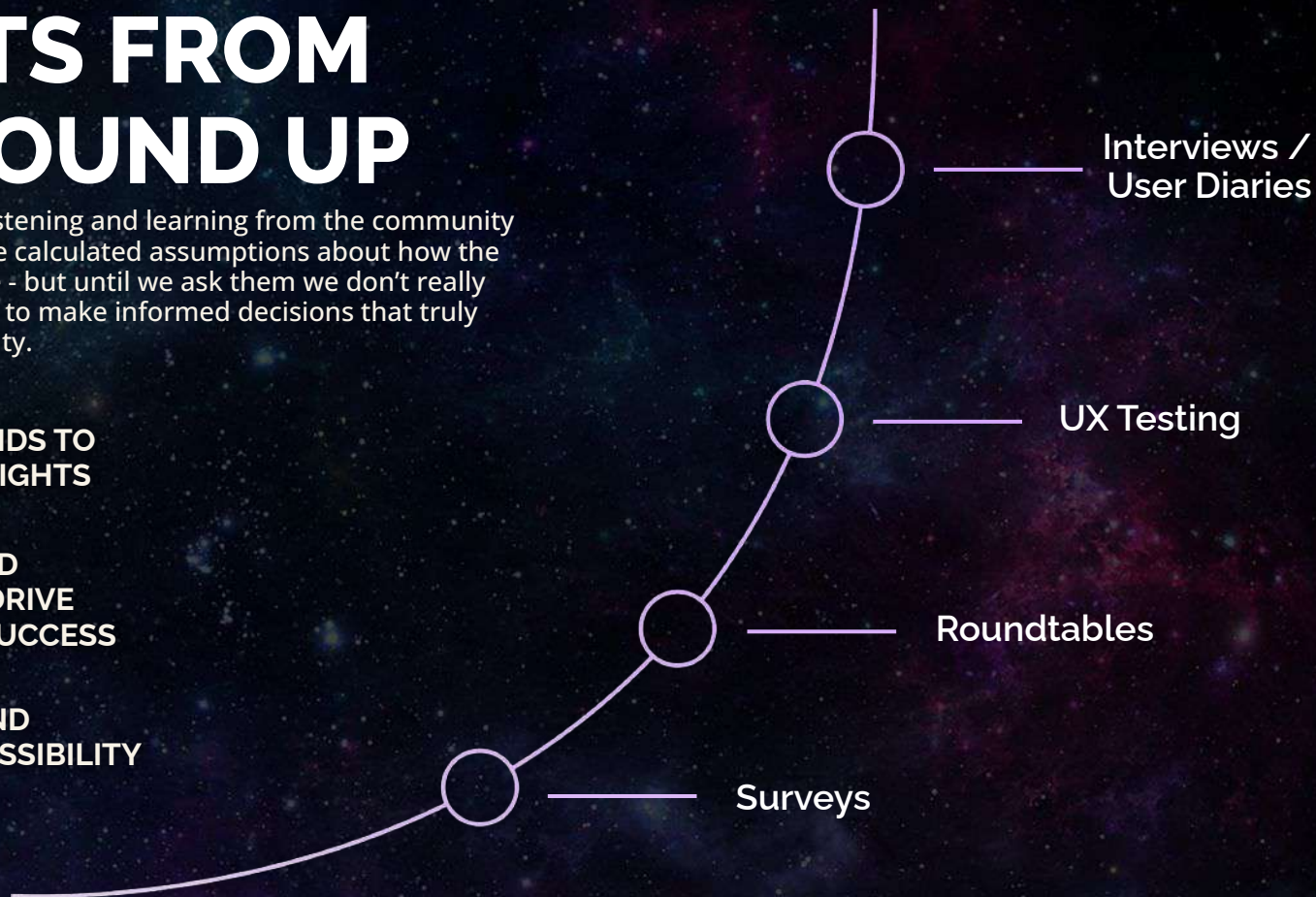
**CONNECT BRANDS TO  
AUTHENTIC INSIGHTS**



**MAKE INFORMED  
DECISIONS TO DRIVE  
COMMERCIAL SUCCESS**



**OPTIMISE UX AND  
PRODUCT ACCESSIBILITY**







# DEVELOP AND CHANGE FOSTERING CHANGE FROM THE INSIDE OUT

## BEST-IN-CLASS CREATIVE CONSULTANCY

From creative strategy to inclusive language and tonality, we ensure that every aspect of a project or campaign resonates with the disability community, fostering an authenticity and inclusivity across all marketing efforts.

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## INTERNAL CHANGE THROUGH MARKETING & COMMS

We craft impactful communications strategies and campaigns that empower internal understanding, cultivate a sense of belonging, and encourage active participation, strengthening organisations from within.

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## DE&I TRAINING FROM THE GROUND UP

We've developed and delivered a wide range of training programmes for clients worldwide, driving disability confidence and inclusive thinking into the heart of organisations.





# THE POWER OF ACTIVATING THE COMMUNITY 🚀

SOCIAL ALLOWS US TO EXPLORE NARRATIVES THAT ARE...



ENGAGING



INFORMATIVE



PROGRESSIVE



AND NATURALLY  
INCLUSIVE





**The Drum  
Awards  
Marketing**

Winner 2022

**DIVERSITY AND INCLUSION  
COMPANY OF THE YEAR**



**GLOBAL  
INFLUENCER  
MARKETING AWARDS**

**GOLD WINNER 2023**

**●●● UK Social  
●●● Media Awards  
●●● 2023 Winner**

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WE MAKE CONTENT  
**ALL OVER THE WORLD**

**30+**  
countries

**24+**  
languages

# HOW DO YOU REMOVE THE FEAR AND SUPPORT CLIENTS TO MAKE SOME CHANGES?

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We want to work with **the carrot not the stick**.  
This is a **growth opportunity**.

We often challenge brands to **start thinking about how the community interacts and engages (differently) with their products**, and the opportunities that that brings.

**We make a safe space**, and quickly remove the preconceptions around disability and inclusion from the outset.



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# PURPLE GOAT **CLIENTS** INCLUDE:

 Meta

  
STARLING BANK















# BRAUN



500 SURVEY  
RESPONDENTS

1 30 PAGE  
SURVEY  
REPORT



3 CREATOR LED  
INTERVIEWS



1 30+ PAGE  
INTERVIEW  
ANALYSIS



# BRAUN

## CHALLENGE:

Braun wanted to create a diverse and inclusive influencer campaign to show how accessible their razors/trimmers are for the visually impaired community.

Before we could create and deliver the influencer campaign, we needed to understand the relationship between personal styling & grooming and the visually impaired community.

The insights we gathered will shape the creative and tonality of the influencer campaign.

## SOLUTION:

The solution was to create a survey analysing the male grooming habits and personal styling preferences of those with a visual impairment compared to those with no disabilities.

In order to ensure we gathered data that was accurate and representative, we made sure to include respondents that had varying levels of sight loss.

As well as getting the quantitative data, we wanted to understand the behaviours of those with visual impairments more deeply, so we decided to run some in-depth interviews.

## OUTCOME:

We completed a survey with 500 respondents. 250 of the male respondents were non-disabled and we used these as our control group. 250 had varying degrees of sight loss. We then compared the results across both groups.


In addition to the survey, we completed 3 in-depth interviews with some of the largest visually impaired male influencers.

To present the data and insights, we wrote up 30+ page insights report for the survey and interviews. The reports were then used to shape the influencer activation that will be used to promote Braun's new trimmer range.



**PLAYBOOK OF BEST PRACTICE**  
Inclusive guide to Language, Comms  
and Accessibility

**Inclusive Comms  
Guide and Playbook**

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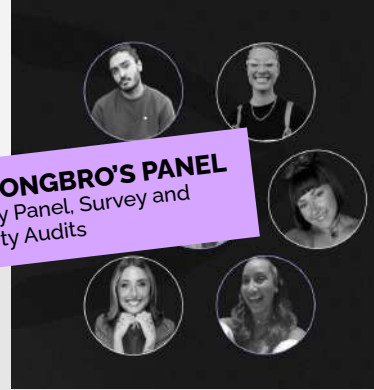
# How Do You Make 'The Most Inclusive Drinks Brand in the World?'

That's what we got asked by Strongbow at the start of 2023, and it's safe to say that through 2023 they really embraced the journey with open arms as we set about to bake in inclusive thinking from the ground up.

From consulting across a TVC to ensure strong representation and accessible ad versions, through to making live events spaces inclusive and accessible with BSL performances, accessibility consultancy and training; every aspect of Strongbow's marketing output has been touched by what we do. We've created an insights panel and activated diverse influencers as part of Strongbow's 'Take A Bow' campaign and built playbooks for the brand to ensure all they do has inclusive thinking in mind.

**This is just the start, and we can't wait to show what's coming in 2024.**

**THE STRONGBOW'S PANEL**  
Community Panel, Survey and  
Accessibility Audits



**BRIGHTON PRIDE**  
Influencer Activation +  
BSL Signers



**LOST IN TRANSLATION**  
Summer Influencer Activation



**'TAKE A BOW' TVC**  
Insights, Consultancy +  
Authentic Representation



**HOUSE**

**IDPD 2023**  
Celebrating IDPD with inclusive  
commitments to the future.





# portal

from FACEBOOK

#ShareSomethingReal

**Platforms:**



**Metrics:**

5 Influencers

41 Pieces of Content

6,830 Clicks

2,873,293 Engagements

7,838,391 Impressions

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# portal

from FACEBOOK

## #ShareSomethingReal

### CHALLENGE:

Our campaign with Facebook was looking to drive brand awareness of Portal, amongst the disabled community - and showcase the unique use cases and relevant features and benefits to the specific users.

### SOLUTION:

We mixed high end film production with user generated to create dynamic narratives with rich storytelling - part of the wider **#ShareSomethingReal** Facebook Portal campaign. Users asked their communities what they wanted covered in the content to drive interaction.

### OUTCOME:

Our campaign created powerful content with extremely strong engagement across Instagram and Facebook. The high end video production created deep insights and showcased the versatility of the Portal device.

With a primary campaign objective of awareness - we were pleased with a extremely strong CPC, emphasising how well the campaign resonated with the community.

### SENTIMENT:

We had a campaign with incredibly high positive sentiment, and no negative sentiment. Interactions and comments included those that showed strong brand love, individuals that resonated with specific accessibility features and those with intent to purchase.



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# Currys Tech Hacks & Currys No Worries

## THE APPROACH

We were tasked to drive brand awareness amongst the disabled community and wider population by harnessing the power of diverse influencers to talk to the everyday 'hacks' they bring to life using Currys products, that scream authenticity when the tech actually offers opportunity, independence and accessibility. Combining organic content with paid amplification to target and engage relevant audiences.

## THE INFLUENCERS

We recruited a diverse mix of disabled influencers to create a mix of creative, humorous and insightful video content for Instagram. We amplified these assets across Meta platforms via influencer handles. We tested content, audience targeting and placements to optimise campaign performance.

## THE RESULTS

In total, we onboarded 5 influencers, ran 14 pieces of content and drove total of 2,976 clicks with 5,342,681 impressions in our award winning campaign. We saw extremely strong performance across the board, incredible brand sentiment and benchmark smashing CPCs as part of the campaign.

**14**

Pieces of Content

**2,976**

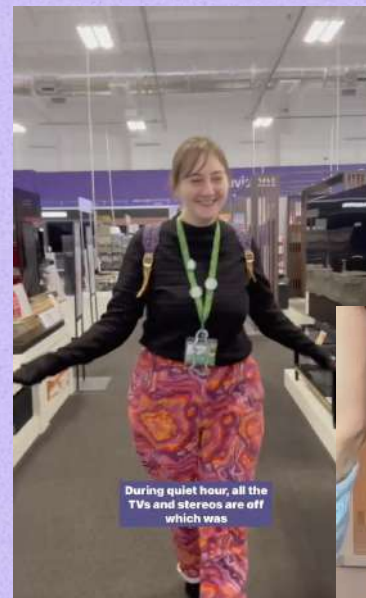
Clicks (*Organic and Paid*)

**1,642,017**

Engagements (*Organic and Paid*)

**5,342,681**

Impressions (*Organic and Paid*)



8 INFLUENCERS



1006 SURVEY  
RESPONDENTS



8 INTERVIEWS

1 CREATOR  
LED FILM



1 40+ PAGE  
INSIGHT  
REPORT







### CHALLENGE:

Channel 4 set us the challenge of gaining powerful insights from the disabled community to facilitate and shape C4's marketing strategies and tonality for the 2024 Paris Paralympics campaign.

C4 also wanted PG to bring the research and insights to life through a short film showcasing a diverse range of voices from the disabled community that could be presented at the C4 Paralympics Away Day.



### SOLUTION:

We ran a survey to gain the insights and understanding from the community around what narratives they were hoping to see in C4's Paralympic coverage and campaigns.

In order to achieve reliable, representative and authentic results we needed to control age, gender, location and disability impairment demographics throughout this survey.

To create the short-film that helped bring the insights to life, we ran 8 virtual shoots with a diverse array of disabled creators which we would then turn into the finished video.

### OUTCOME:

We received over 1,000 responses to the survey which reached ages from 16-55+ and locations all over the UK. We received responses from every disability impairment category too. We turned the insights into a 40 page detailed report for C4 which will be used to help shape the strategy for the Paris 2024 coverage.

From the 8 virtual shoots, we created a 3 minute sizzle reel style video that showcased and provided personal lived experience to support and further validate the insights report.

# WHAT TO EXPECT FROM PURPLE GOAT?



1

## SEAMLESS COLLABORATION

We can support clients through direct introductions, crafting activities from start to finish to drive industry-wide change.

2

## WE'LL ASK THE RIGHT QUESTIONS

By asking the questions and creating a safe space we can work with the client to identify potential opportunities of growth.

3

## SMASH EXPECTATIONS

We can work collaboratively to produce best-in-class activations and campaigns that offer great ROI to our clients.





IT'S TIME TO JOIN  
**THE HERD**

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**DOM HYAMS**

[dom@purplegoatagency.com](mailto:dom@purplegoatagency.com)

*Head of Strategy*

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