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Inclusive by Design Innovation Toolkit

June 2023

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by TBWA\ and NEXT
Disrupting the future of
brand experiences.

NEXT 2023

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A strategic and creative starter kit designed to provide the inspiration, business case and tools to start innovating.

1. Who We Are & Our Methodology

2. What is it? Why does it matter?

3. Guiding Principles

4. Watch-outs & Considerations

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WHAT IS NEXT?

NEXT is TBWA's global innovation practice designed to disrupt the **future of brand experiences.**



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WHERE IS NEXT?

NEXT is a connecting thread through the TBWA Collective. A single entry point to our global **experience **innovation capabilities.****



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HOW DOES NEXT WORK?

Using Disruption[®] as a compass, NEXT helps us **imagine and create brand experiences** at the bleeding edge of what's possible.



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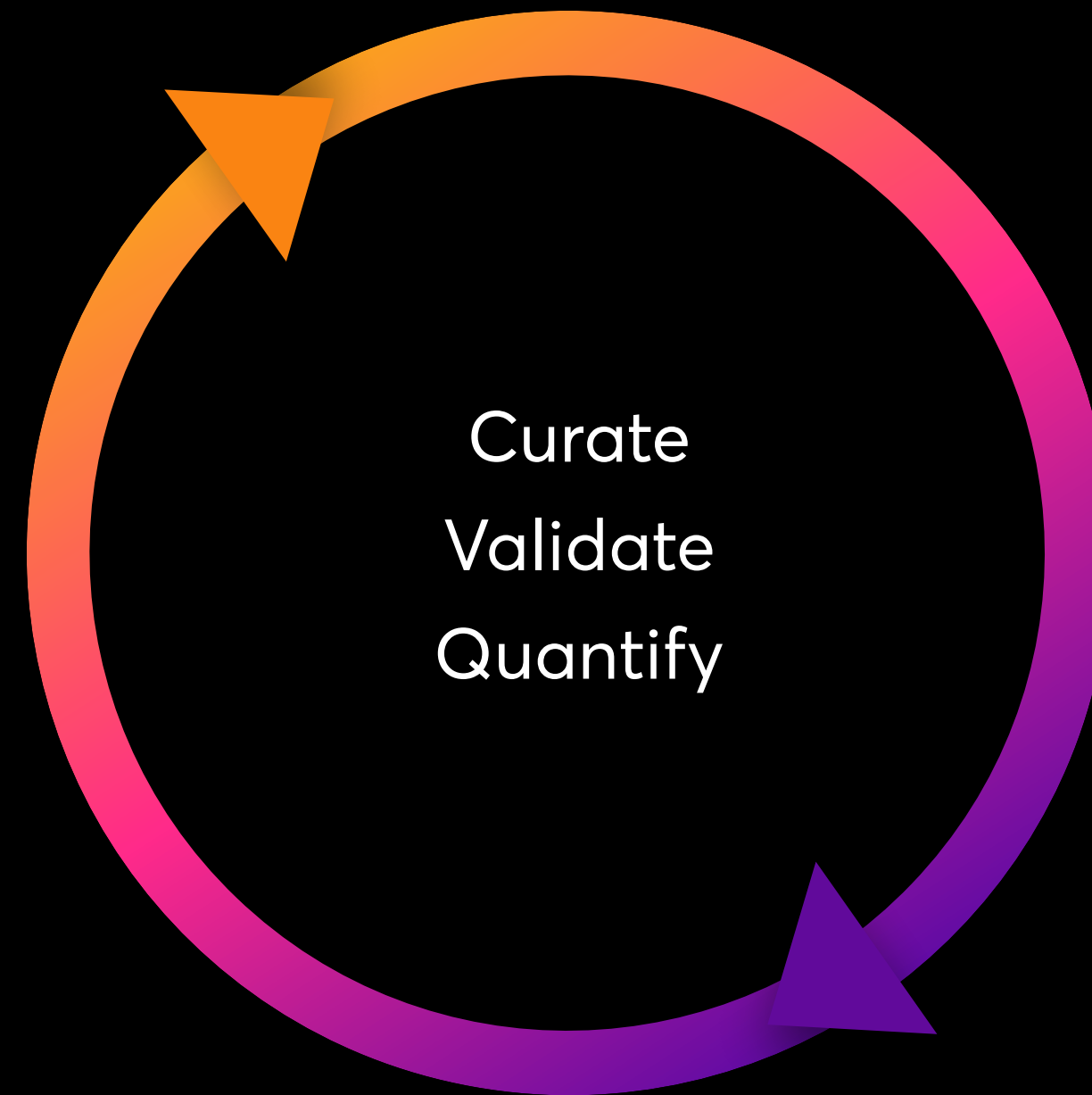
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Our Mapping Methodology




Diverge

Backslash		Spotters	
Connected Intel			
LSN + GWI		WW Intel	

Converge



Map the Shifts

-  **Inclusive by Design**
-  **Adaptive Robotics**
-  **Open Source Generosity**



Inclusive by Design

Inclusivity isn't a checkbox, it's a form of design thinking. Genuine inclusion requires us to build experiences, services, and products that are accessible and representative of all of humanity.



WHY DOES IT MATTER?

Inclusive By Design thinking forces us to change our world view and add a new lens to create more inclusive experiences for all.

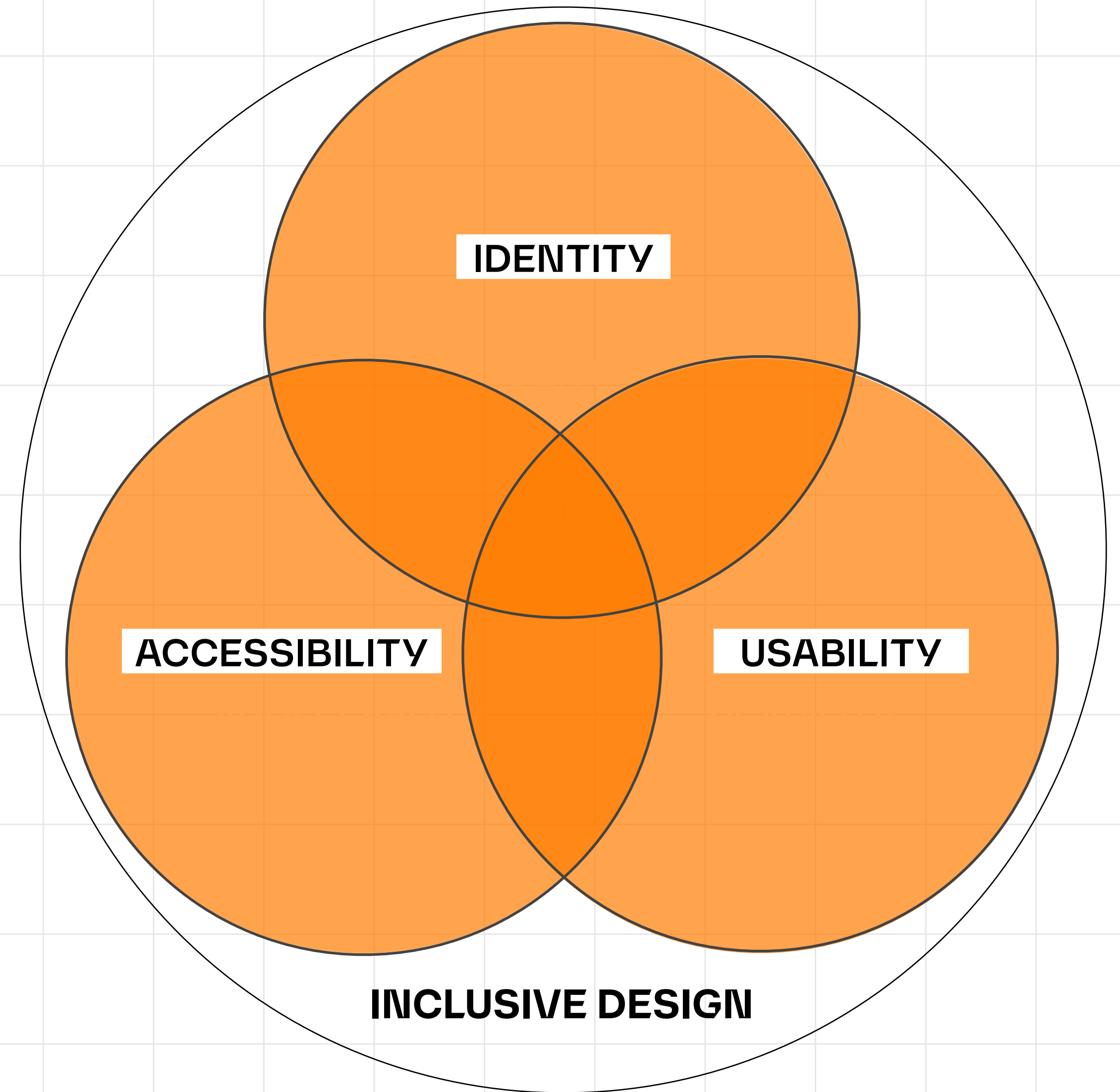
Brands continue to exclude a vast proportion of humanity from their experiences and products.

Yet 60% of people without disabilities use some kind of accessibility features, like Siri, every day.

Designing more inclusive experiences ultimately improves your brand experience—for everyone.



**WHEN WE ELEVATE
BEYOND **ACCESSIBILITY**
AND USABILITY, AND
INCLUDE THE USER'S
IDENTITY, WE GET
TO RICHER, MORE-
DISRUPTIVE BRAND
EXPERIENCES.**





The principles to live by when creating **inclusive** brand experiences

\ Recognize exclusion and biases

\ Solve for one, extend to many

\ Elevate to include their identities

\ Design with, not for, communities



**INCLUSIVE
BY DESIGN**

GUIDING PRINCIPLES

Start Small

Address the practical and functional issues *within* your current experiences before building something new and shiny. For example, is your website or retail experience inclusive for all?

Recognize exclusion & biases

Identify biases and who we're excluding from experiences. Spend time listening and engage often-excluded people to understand what works and what doesn't.

Solve for one, extend to many

Design for a specific need or marginalized community from the start, knowing that this often benefits many non-marginalized people and improves your total experience.

Elevate to include their identities

Empathize and understand the user's identity to elevate above accessibility and usability solutions, embrace their lifestyle, passions and dreams to build genuine solutions.

Design with, not for, communities

Work with the community to identify, ideate and prototype real solutions. This can't be done *without* help. It's always better to ask uncomfortable questions early.



INCLUSIVE BY DESIGN

WATCH-OUTS

Too little, too late

All too often, inclusive design thinking or community consultation is left too late in the process and results in a lack of usability or a potential court case.

Designing for fame

If the agenda is to create PR fame and win awards, that's the wrong mindset and can backfire through negative response. Benchmark yourself on impact and non-trade awards like The IAUD International Design Awards.

Good Design > Compliance

Most markets have accessibility and usability laws that enforce practices to ensure equal access for people with disabilities. But we must always strive to go above and beyond to create a beautiful user experience for all.

Don't erase "Disability"

Some innovations seek to be so universal that they erase the disability and user's identity. There's no shame in using the word disability. In fact, a social movement called #SayTheWord calls on people to say the word "Disabled" rather than dodge it in conversation by using alternatives like "people with disabilities," or offensive terms like "special needs," "physically or mentally challenged," or "handicapable."



\ The range of **Inclusive by Design** categories to consider

Physical

How we move through the world or complete tasks.

Speech

How we communicate and share information verbally.

Visual

How we receive and process information visually.

Auditory

How we receive and process audio information.

Economic

How we access and have means to get help and support.

Political

How our worldview shapes our lived experience.

Race

How our culture and race shape our lived experience.

Gender

How our identified gender shapes our lived experience.

Neurological

How our brains and nervous systems process and understand information.

Cognitive

Obstacles to learning, perceiving, recognizing, choosing, and understanding information.

Religion

How our culture, rituals and religion shape our lived experience.

Intersectional

The representation of individuals who identify with a wide range of identities.



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WHAT'S NEXT?

Disrupt with us.

If charting the future of brand experience is your kind of challenge, drop us a line. We'd love to know what TBWA can do for your brand.

Deepthi Prakash
Chief Product Officer, TBWA\Worldwide
deepthi.prakash@tbwaworld.com



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