



Post-Session Notes

# Inclusive Concept Development

## The Business Case for Inclusive Concept Development

Inclusive concept development represents a strategic business imperative beyond social responsibility. Research from the Unstereotype Alliance and Valuable 500 demonstrates compelling financial and brand benefits. The following points highlight five key areas where inclusion drives measurable business value.

### Financial Impact

- Inclusive advertising delivers 3.46% improved direct short-term sales uplift and 16.26% greater direct long-term sales
- UK businesses lose an estimated \$36 billion annually by failing to accommodate disabled customers
- Improving e-commerce accessibility could contribute \$891 million in new revenue for UK businesses

### Brand Value & Consumer Loyalty

- High-scoring inclusive brands are 9.8% more 'meaningful' and 11.8% more 'different' to consumers
- Purchase consideration is 1.43 times higher and pricing power is 1.52 times higher for inclusive communications
- Customer loyalty (intent to repurchase) is 1.29 times higher for more progressive advertising

### Market Reach & Opportunity

- The global disability market controls approximately \$13 trillion in disposable income
- The disability community, immediate family, and friends make up 73% of the global population
- Working-age Americans with disabilities command about \$490 billion in expendable income

### Reputational Advantage

- 56% of consumers would recommend an inclusive, disability-friendly company to friends and family
- 54% are more likely to purchase products with advertising that represents disability appropriately
- 34% of consumers say appropriate disability representation would make them more likely to seek employment with a company

### Competitive Differentiation

- Only 4% of UK TV ads featured disabled characters in 2021, with just 1% in prominent roles
- Only 2.3% of speaking characters in films from 2007-2019 have disabilities
- Content creators with disabilities outperform non-disabled counterparts with 21.4% better average media value

### Conclusion

"Inclusion = Income" - inclusive production strategies deliver measurable commercial returns alongside positive social impact. Organizations that prioritize inclusive concept development gain significant competitive advantages while creating more equitable and representative content.

## 4-Stage Implementation Framework

### 1. Research & Outreach (Before Ideation)

- ✓ Identify relevant disability organisations and community groups
- ✓ Research existing representations and their reception
- ✓ Make initial contact with respectful, clear communication

### 3. Co-creation & Refinement (Production)

- ✓ Involve consultants in script reviews and key decisions
- ✓ Create formal feedback channels throughout production
- ✓ Consider consultants as creative partners, not just checkers
- ✓ Implement changes based on community guidance

### 2. Engagement & Listening (Development)

- ✓ Create accessible consultation sessions
- ✓ Pay consultants for their expertise and time
- ✓ Document feedback systematically
- ✓ Be open to fundamental concept changes

### 4. Validation & Credit (Post-Production)

- ✓ Return to consultants with final product
- ✓ Provide proper attribution and acknowledgment
- ✓ Share success with the community
- ✓ Maintain relationships for future projects

## Key Lessons & Takeaways

- **"Nothing About Us Without Us"** - Meaningful representation requires direct community involvement
- **Early Integration Saves Resources** - Inclusion from concept stage prevents costly late-stage changes
- **Consultation Is Investment** - Budget for community consultation as essential production cost
- **Documentation Matters** - Record your process for accountability and marketing authenticity
- **Relationships Are Long-term** - Build ongoing community connections, not transactional consultations
- **Commercial & Inclusive Aren't Mutually Exclusive** - Authentic stories often perform better commercially

## Available Resources

- **How To: Develop a Concept Inclusively** - Step-by-step guide to community consultation
- **Creative Template: Sample Support Letter** - Professional template for formalizing community endorsement
- **Inclusive Language Guide** - Your pocket guide to confident, inclusive communication

## Next Steps

### Download resources

[www.inclusivelymade.com/champions](http://www.inclusivelymade.com/champions)



**Contact us with any questions**  
[paul@inclusivelymade.com](mailto:paul@inclusivelymade.com)