

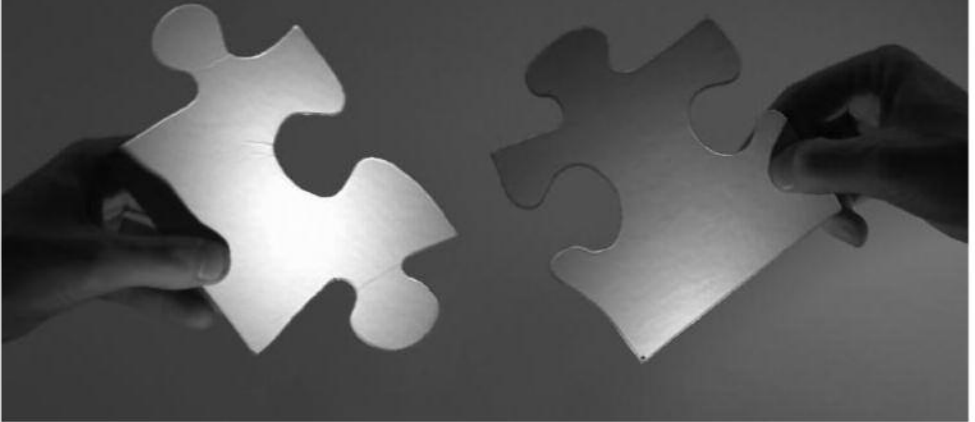
The Disability Market

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Puzzled About Finding the Disability Market of \$220 Billion?



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Tari Hartman Squire's



**EIN SOF Communications, Inc.
310-473-5954**

**Tari@EINSOFcommunications.com
www.EINSOFcommunications.com**

Disability-Inclusive Diversity Results Since 1987



Disability-Inclusive Diversity... Putting the Puzzle Together

Tari Hartman Squire
CEO, EIN SOF Communications, Inc.

Successful marketing “with” the disability market of 54 million Americans (20% of the population) can be puzzling. These segments comprise \$1 trillion in aggregate income, and \$220 billion in purchasing power. That’s more than the coveted teen market of \$189.7 billion—not including brand-loyal family, friends and colleagues.

The Disability market comprises \$1 trillion in aggregate income, and \$220 billion in purchasing power.

Building the Business Case:

A University of Massachusetts, Boston/America’s Strength Foundation survey reported participants responded positively towards socially responsible businesses; 92% felt more favorable toward companies that hire people with disabilities; and 87% prefer to give their business to those businesses.

Open Doors Organization reports adults with disabilities spend \$13.6 billion annually on travel. The General Accounting Office discovered 12% revenue increase in hospitality by implementing access provisions of the Americans with Disabilities Act (ADA).

EIN SOF’s “Disability Market Research Initiative” with national disability organizations reveals these tight-knit segments expect companies

to walk-the-walk/roll-the-roll by including people with disabilities in advertising, accessible products/services and increased employees with disabilities.

Disability is the only 24/7 “open enrollment” minority—anyone can join... anytime, anyplace. The influx of Baby Boomers acquiring age-related disabilities is expanding this market. Here are some tips to successfully connect the puzzle pieces with these complex and highly nuanced segments.

- Contrary to media and majority culture beliefs, the disability market is vibrant, full of potential—if you approach it correctly.
- Inventory accessible products, services, marketing, employment, Corporate Social Responsibility and philanthropic assets. Have you woven an accessible welcome mat for customers and employees with disabilities?

Preliminary Checklist:

- Products and services accessible and usable to customers with disabilities?
- Braille and picture menus?
- Are mobile devices accessible?
- Do you employ Universal Design: restrooms, dressing rooms, counter heights, lever-door handles, automatic-doors, paths of travel, point-of-purchase?
- Websites accessibility with screen

reader technology?

❑ Advertising employ actors/models with disabilities and TV spots captioned?

❑ Disability-owned businesses part of your supplier diversity initiatives?

❑ Customer advisory group on disability and aging to provide key insights to marketing, CorpComm, PR, HR/recruiting, diversity, Corporate Social Responsibility?

❑ If not, why not?

❑ Marketing/advertising messages use disability-savvy images and language? Not sure? Check out page 74 *AP Stylebook*: <http://www.apstylebook.com/>

Employment, Employment, Employment:

❑ Do you actively recruit interns and college graduates with disabilities?

❑ Are jobs posted on Career Opportunities for Students with Disabilities' (COSD) Career Gateway™?

❑ Do you have a disability-related affinity or Employee Resource Group (ERG), such as AT&T's IDEAL or PepsiCo's EnAble?

❑ Do career advancement strategies include UCLA Anderson School of Management's Leadership Institute for Managers with Disabilities?

Connecting Puzzle Pieces:

Each year, the U.S. Department of Labor's Office of Disability Employment Policy (ODEP) designates October as

“National Disability Employment Awareness Month,” a great opportunity to raise awareness internally, and build strategic alliances externally. Think about having an ERG company-wide disability awareness event. Invite a celebrity with a disability like Robert David Hall of “CSI: Crime Scene Investigation,” or local disability leaders.

Disability market segments are booming with millions of Baby Boomers acquiring age-related disabilities (AKA functional limitations). Smart marketers track trends of early technology adopters with disabilities (vibrating pagers, text messaging, talking mobile devices, and voice recognition software). People with disabilities creatively move through life in unconventional ways. Mainstream technology and lifestyle innovations started as disability-related tools to increase productivity at work, school and home.

Disability as Diversity ... Connecting the Puzzle:

EIN SOF is the leading strategic marketing, PR, market research and accessible event production company specializing in disability, diversity and public policy. We can help you connect the puzzle pieces with the disability market to build brand loyalty, fortify your workforce and raise your bottom line.

Tari Hartman Squire
Pres./CEO

Contact information:

EIN SOF Communications, Inc.
11601 Wilshire Boulevard, Suite 500
Los Angeles, CA 90025
Ph. 310-473-5954 or 310-650-0595
Tari@EINSOFCOMMUNICATIONS.COM
www.EINSOFCOMMUNICATIONS.COM