

Different minds. Better outcomes.

Promoting awareness of neurodiversity for the advertising industry through more inclusive design.

 Clear Channel



We're asking for your help

Different minds, better outcomes is part of the established, award-winning Umbrella Project.

Around 15-20% people are either dyslexic, autistic, have ADHD, dyspraxia or dyscalculia. In the UK that equates to up to 14m people. Creating communications to be as inclusive as possible is no longer a moral and ethical obligation, it's a commercial no brainer too.

The campaign is focused on educating brands, advertisers and agencies on being more inclusive. Clear Channel's advice for designing effective posters, those that can be processed quickly and easily, aligns perfectly to the same conversation around being more inclusive for different types of neurodiversity.

Whilst the target of The Umbrella Project is broad public awareness, different minds, better outcomes is specifically focused on the media, marketing and advertising sector, to help raise the inclusivity of our work and collective output, with brands taking that work to the broader public at scale.

Our objective here is to:

- drive awareness that not all brains work the same,
- raise the profile of the neurodiversity friendly umbrella kitemark and the brilliant work of the ADHD Foundation Neurodiversity Charity in championing different thinking, and
- help brands create a more inclusive and welcoming society.

How to get involved

May 26th – May 28th

Share support for neurodiversity inclusion on owned channels / social media across launch weekend, coinciding with existing public publicity for The Umbrella Project.

- Incorporating the umbrella kitemark into your social logo
- Incorporating the umbrella kitemark into your social headers
- Create an umbrella asset of your own to share across your social channels
- Sharing a pre-crafted graphic showing your support for The Umbrella Project
- Sharing an article / vlog on your organisations journey with neurodiversity

Assets in situ

Based on the above advice, a simple example from Clear Channel, plus the frame.

