

Culture Pop

# Making strides: **The age of accessibility**

Two recent examples show how listening to the needs of everyone can reshape brand experience.

the**lab**



# Breaking down the **barriers to accessibility**

Recently two entirely differently worlds have opened their doors to better cater for people with health conditions or impairments, with PlayStation introducing 'Project Leonardo' and L'Oréal unveiling 'HAPTA'.

These products have begun to break down barriers in the gaming and beauty industry by helping those with health conditions and impairments overcome difficulty and discomfort. For PlayStation this means reconfiguring conventional gaming devices through a **“highly customisable accessibility controller kit”**.

Meanwhile for L'Oréal, the HAPTA **“offers people who live with limited fine motor skills the ability to steadily apply lipstick at home”**.



PlayStation: *Project Leonardo*



L'Oréal: *HAPTA*



Just 12 months ago in his Australian of the Year acceptance speech, Dylan Alcott urged that we...

**“Listen to people with lived experience and ask them what they need so they can get out and start living the lives that they want to live”.**

the**lab**





# Community & Inclusivity

## Australian-ness in 2023

Our upcoming 'Ins & Outs' Report, explores the top priorities for Australians for 2023. The findings of the report found Aussies are seeking greater connection and to demonstrate their care for their community.

In addition, Aussies told us that a focus on being more compassionate is leading to a more holistic understanding of the unique difficulties and challenges we each face on a daily basis.

However, brands need to help facilitate this shift in the mentality of Australians and provide them opportunities to connect and support their community.



*“Holding onto the **new-found compassion** and innovation that evolved during covid lockdowns”*

- Female, 54, VIC

*“Being a more **caring country** and actually taking care of one another”*

- Male, 33, NSW

# What does this mean for brands?



PlayStation and L'Oréal have put a stake in the ground, increased expectations and have shown what is possible to help include people with accessibilities. **How can you reshape and redefine your product and services to cater for *everyone*?**

---



Accessibility to those with disabilities cannot be achieved by just a stab in the dark. Listening, understanding and depending upon this audience is a necessity to get things right and make a true impact. **Who can you learn from to get the necessary guidance to make real change?**

---



Inclusion and accessibility isn't just beneficial for people with disabilities, its beneficial for everyone. **How can you enable stronger connections and opportunities for friends, families, partners and communities as a whole?**

---



Thank **you** 👩