

HOW INVISIBLE DISABILITY IS VISUALIZED AND SHOWS THE AUTHENTICITY

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VISUALIZATION DIFFERENCES



VISIBLE

- can be apparently, visually perceived
- often generically portrayed as people who use assistive equipment
- Ex: Wheelchair users, walker users.

INVISIBLE

- "A physical, mental or neurological condition that **is not visible** from the outside, yet can limit or challenge a person's movements, senses, or activities." (Invisible Disability Association)
- Ex: Hard of hearing, mental disorders





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**PANDEMIC MAKES THEIR LIVES EVEN
LESS CONVENIENT**

CASE STUDY I: SAINSBURY'S CAMPAIGN



APPLY BRAND CULTURE

- A scenario between employees and customers => how to communicate with deaf customers.
- The brand operates as deaf culture that allow consumers to participate in as a way of life
- A broad cultural form through **identity** and belief => respect people who identified with disabilities
- Show authenticity in a way of providing better service and advocating people to care about these communities.

Banet–

Weiser explains, culture and self are not experienced as less authentic because they are structured through brand logic.”

—PRACTICE OF LOOKING

CASE STUDY 2: CODA'S SILENCE SCENE



APPLY BRAND CULTURE

- only a small number of films reach the state of being considered and identified by consumers as film brands
- This consumer film-brand engagement framework shows that film identity coherency drives film-brand identification through the mediation effects of **popularity, sequels and emotional bonding**

Banet–

Weiser explains, culture and self are not experienced as less authentic because they are structured through brand logic.”

—PRACTICE OF LOOKING



CONCLUSION

- Unfortunately, these symptoms are invisible may lead to misunderstandings, false perceptions, and judgments.
- Some brands take innovative steps to visualize the life of these communities and significantly against ableism.



THANK YOU ~



RESOURCES

Photo

- <https://www.lupusuk.org.uk/managing-finance/s/invisible-disability/>
- <https://www.wsj.com/articles/the-pandemic-has-made-my-hearing-problem-even-more-of-a-problem-11594908056>
- <https://www.dandability.org/wp-content/uploads/2021/08/SLIDE6-e1629101400290.jpg>
- <https://www.dreamstime.com/modern-disability-infographic-design-template-icons-caring-sick-visualization-bubble-white-background-healthcare-image204974997>
- <https://www.adweek.com/media/advertising-inclusion-disability/>

Others

- <https://onlinelibrary.wiley.com/doi/full/10.1111/1467-8551.12401>
- https://www.youtube.com/watch?v=etSTNBS-Ol8&feature=emb_logo
- <https://www.youtube.com/watch?v=HZ-G8Tluoqc>