

Blind Low Vision



CASE STUDY

Challenge

Blind Low Vision NZ faced the challenge of reaching individuals with deteriorating vision, many of whom were unaware of the organisation and its services. The target audience, AP 55+, denied their condition, avoided technology and preferred traditional media channels. To effectively engage, they needed an accessible and familiar approach that resonated with this demographic's media habits. An approach which would help increase awareness of their condition and the brand.


Solution


By partnering with NZME, Blind Low Vision NZ leveraged Aotearoa's leading daily newspaper, the NZ Herald. This collaboration facilitated the launch of the 'Hi-Viz Crossword' campaign on Global Accessibility Awareness Day. By transforming the newspaper's crossword section into a large-print, high-contrast format, the campaign made the paper more accessible to low-vision readers. This creative approach effectively increased awareness of vision loss but also demonstrated the resources and support offered by Blind Low Vision NZ.


Results

Following the launch of the 'Hi-Viz Crossword' campaign, Blind low Vision successfully increased awareness and engagement among low-vision individuals experiencing a **15%** increase in website traffic. The initiative sparked positive feedback from the community, with many wanting this to be a regular feature in the NZ Herald. The innovative approach transformed a pastime activity into a meaningful tool that has led to a notable **158%** year-on-year increase in new client leads.



 **15%**
Increase in website traffic

 **158%**
YOY increase in new client leads

 Sparked **positive** community feedback



"The high-contrast, black on yellow text is not only eye-catching amidst all the other ads in a crowded market, but it also demonstrates our commitment to accessibility for all. When this campaign is delivered as an interactive item like a crossword in hi-vis and large print, the barrier of small hard-to-read text suddenly comes crashing down. We can't wait to see which aspects of daily living we can make accessible next"

-Gwen Green, GM Engagement & Marketing at Blind Low Vision



BE SEEN. EVERYONE'S HERE.