

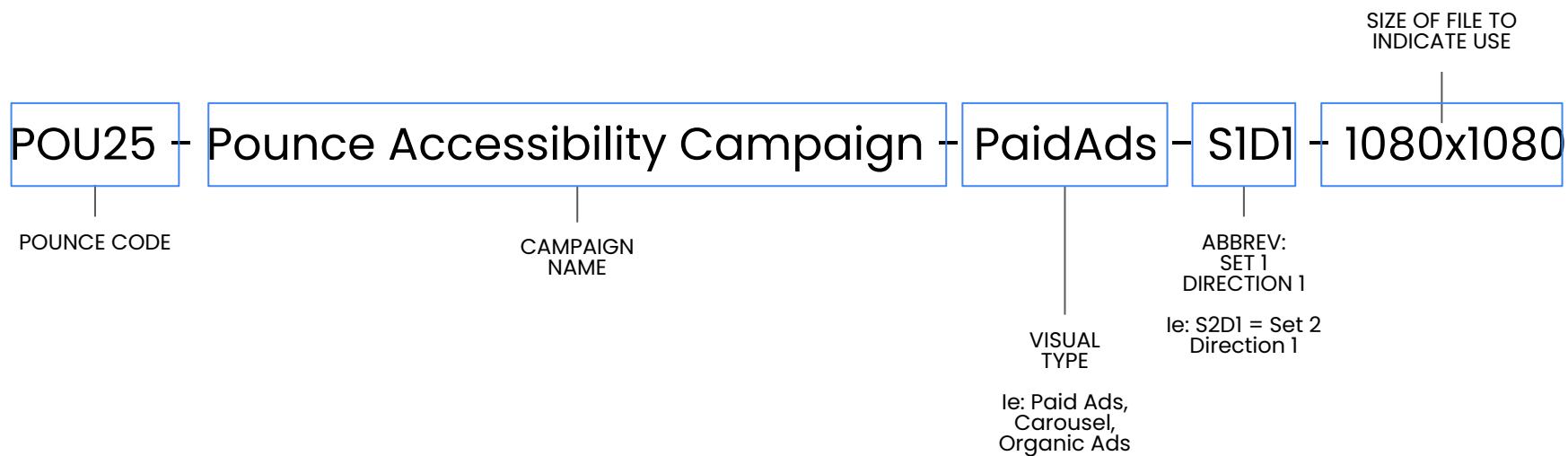
POUNCE

gaad 2025



Paid Ads

NAMING CONVENTION FOR FILES IN THE DRIVE LINK



CREATIVE BEST PRACTICES FOR TEXTS IN ADS

Primary Text:

The primary text can be up to 125 characters, and can write longer copy that will show up when the user clicks "See More"

Headline:

A maximum of 40 characters is generally recommended for the headline, but it may be truncated if it exceeds 27 characters.

Descriptions:

A description of up to 30 characters is recommended, but may be truncated if it exceeds 25 characters

CTA:

To prompt users to take specific actions

SET 1 - #DONZO

SET #1 DIRECTION - 1

Primary Text:

Accessibility is not a feature. It's a mindset.

It's about designing for difference, asking better questions, and building content that includes everyone.

We'd like to offer you a free audit of your website, so you can be comfortable knowing everyone that needs to see your message, can.

Headline:

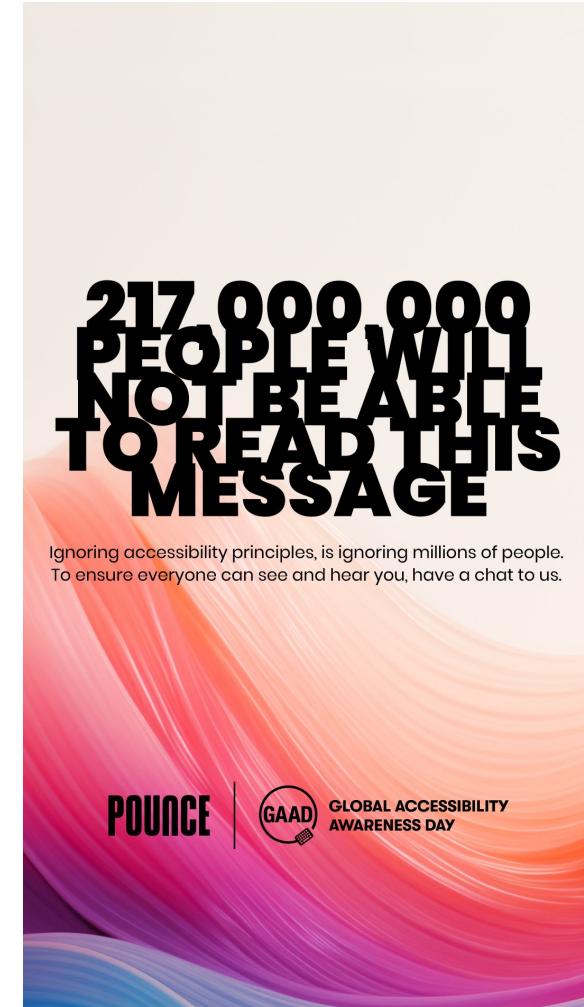
Don't exclude millions.

Descriptions:

Design with accessibility in mind.

CTA:

Have a chat with us



SET #1 DIRECTION - 1

Primary Text

Accessibility is not a feature. It's a mindset.

It's about designing for difference, asking better questions, and building content that includes everyone.

We'd like to offer you a free audit of your website, so you can be comfortable knowing everyone that needs to see your message, can.

Headline:

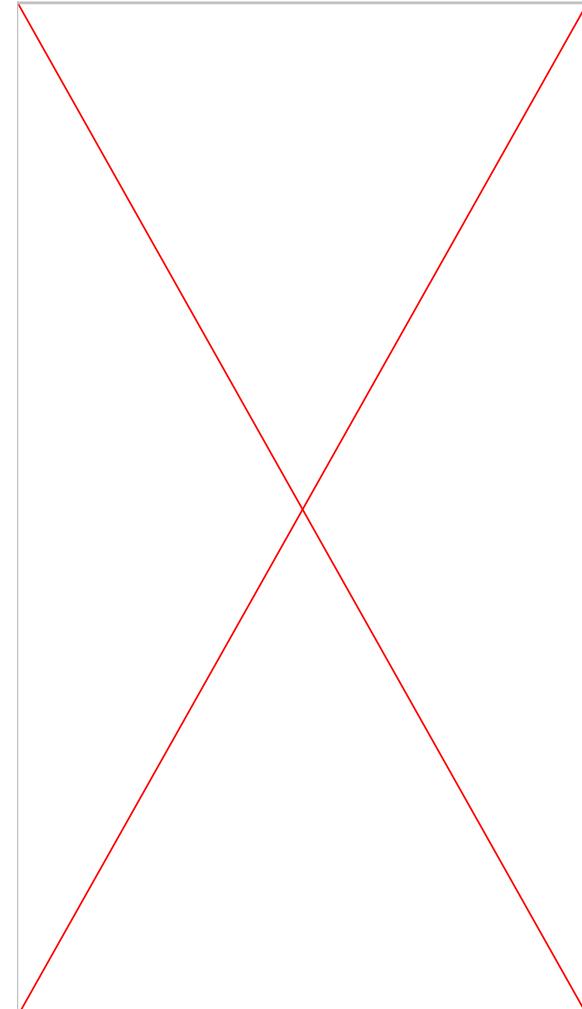
Good design includes everyone.

Descriptions:

Let's build an accessible web.

CTA:

Have a chat with us



SET #1 DIRECTION - 1

Primary Text:

See your website through everyone's eyes.

Headline:

F1 : Ignoring accessibility principles.

F2: Is ignoring millions of people.

F3: To ensure everyone can see and hear you.

F4: Have a chat with us.

CTA:

Have a chat with us

F1

300,000,000
PEOPLE



F2

WILL NOT
BE ABLE



F3

TO READ THIS
MESSAGE



F4

POUNCE | GAAD GLOBAL ACCESSIBILITY AWARENESS DAY



SET #1 DIRECTION - 1

(ALT)

Primary Text:

Don't let accessibility be a barrier.

Headline:

F1 : Ignoring accessibility principles.

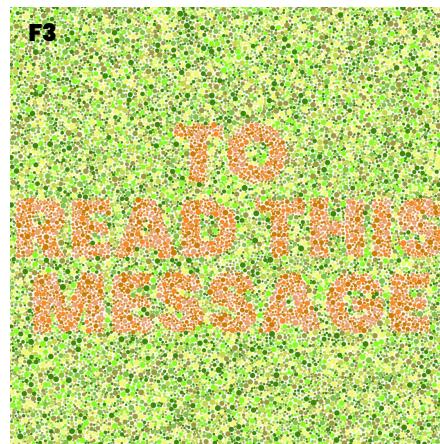
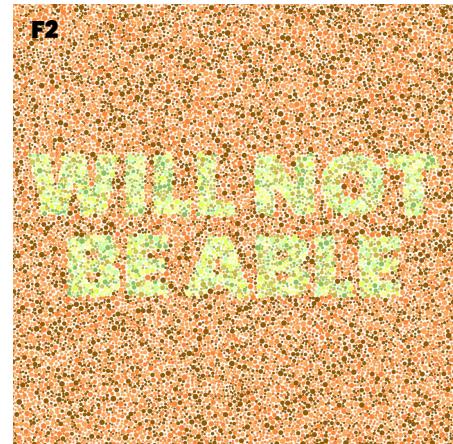
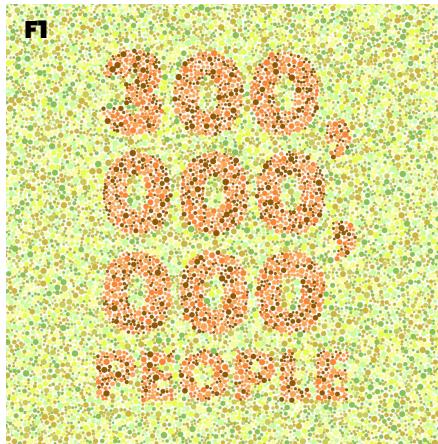
F2: Is ignoring millions of people.

F3: To ensure everyone can see and hear you.

F4: Have a chat with us.

CTA:

Have a chat with us



SET #1 DIRECTION - 2

Primary Text:

Accessibility is about removing barriers, not just for a few, but for everyone. And in the lead-up to World Accessibility Day on 15 May, we're sharing what we've learned, what we've built, and how we're helping brands do better.

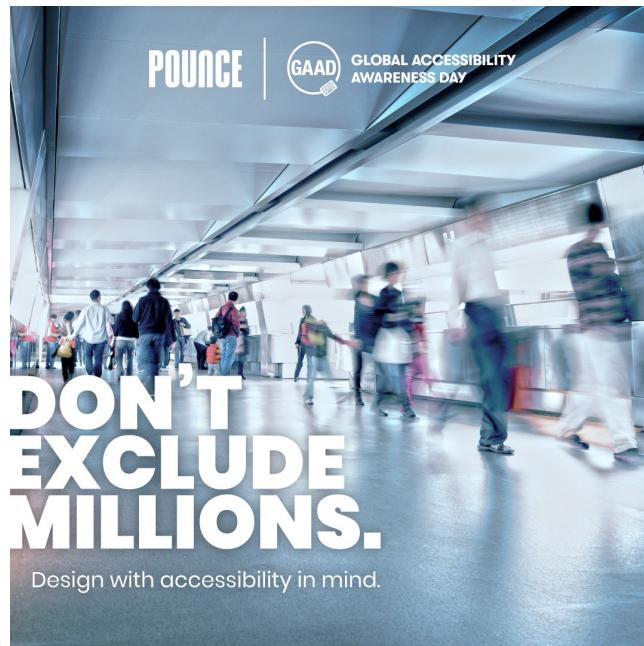
Our 2025 Accessibility Guide is built for marketers, designers and content creators who want practical, no-fluff steps to make progress.

Download it here:

Headline: Does Your Website Welcome Everyone?

Description: Let Our Experts Show You What's Missing

CTA: Download our comprehensive guide



SET #1 DIRECTION - 2

Primary Text:

Accessibility is about removing barriers, not just for a few, but for everyone. And in the lead-up to World Accessibility Day on 16 May, we're sharing what we've learned, what we've built, and how we're helping brands do better.

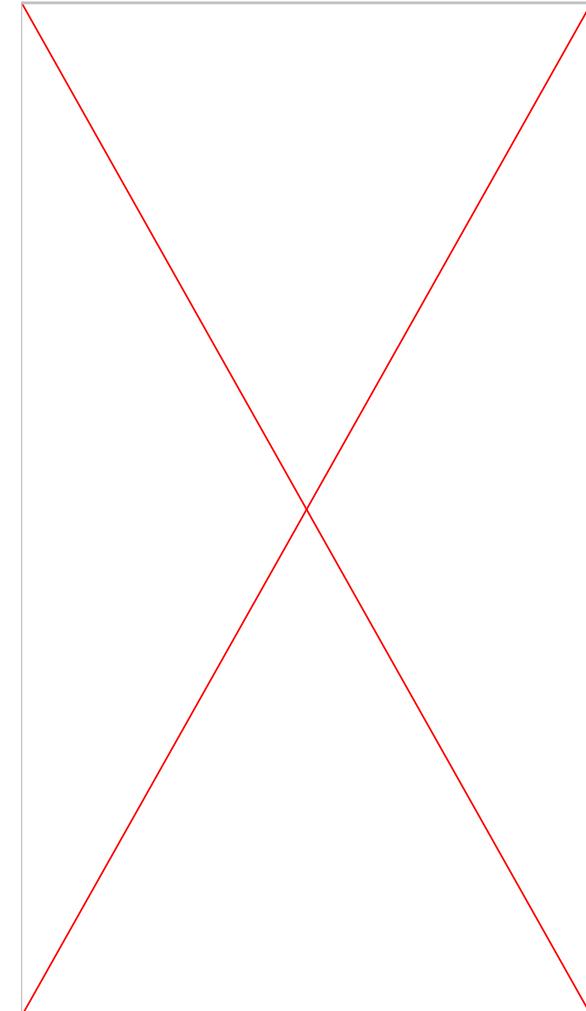
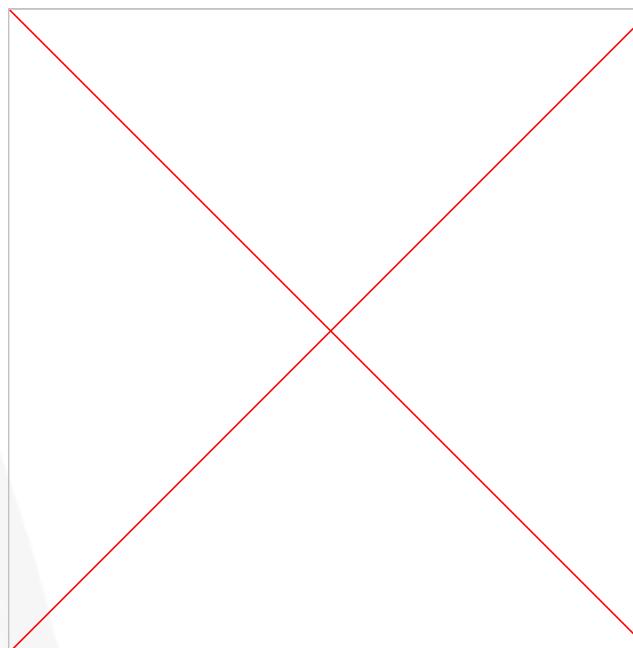
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Download it here:

Headline: Make the Web Better for Everyone

Description: Let Our Experts Show You What's Missing

CTA: Download our comprehensive



SET #1 DIRECTION – 2

Primary Text:

Accessibility is about people, not just guidelines.

Headline:

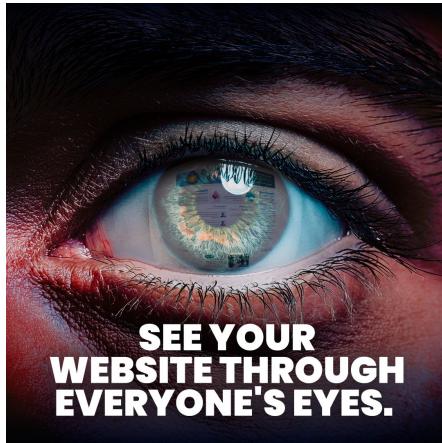
F1 : Let's improve accessibility.

F2: A website for everyone

F3: Is a better website.

F4: Download our comprehensive guide.

CTA:Download now



**SET 2 -
#UPDATELOGO**

SET #2 DIRECTION - 1

Primary Text:

Accessibility is not a feature. It's a mindset.

It's about designing for difference, asking better questions, and building content that includes everyone. We'd like to offer you a free audit of your website, so you can be comfortable knowing everyone that needs to see your message, can.

Headline:

Don't exclude millions.

Descriptions:

Design with accessibility in mind.

CTA:

Have a chat with us



SET #2 DIRECTION - 1

Primary Text:

Accessibility is not a feature. It's a mindset.

It's about designing for difference, asking better questions, and building content that includes everyone.

We'd like to offer you a free audit of your website, so you can be comfortable knowing everyone that needs to see your message, can.

Headline:

Don't exclude millions.

Descriptions:

Design with accessibility in mind.

CTA:

Have a chat with us



SET #2 DIRECTION - 1

Primary Text:

See your website through everyone's eyes.

CTA:

Have a chat with us

Headline:

F1 : Ignoring accessibility principles.

F2: Is ignoring millions of people.

F3: To ensure everyone can see and hear you.

F4: Have a chat with us.

F1

217,000,000 PEOPLE WILL NOT BE ABLE TO READ THIS MESSAGE

Ignoring accessibility principles...

F2

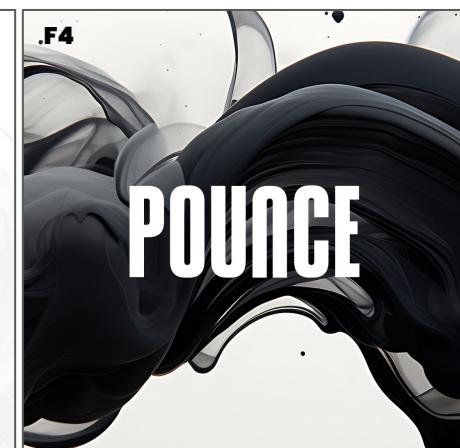
is ignoring millions of people.

F3

To ensure everyone can see and hear you, have a chat to us.

.F4

POUNCE



SET #2 DIRECTION – 2

Primary Text:

Accessibility is about removing barriers, not just for a few, but for everyone. And we're sharing what we've learned, what we've built, and how we're helping brands do better.

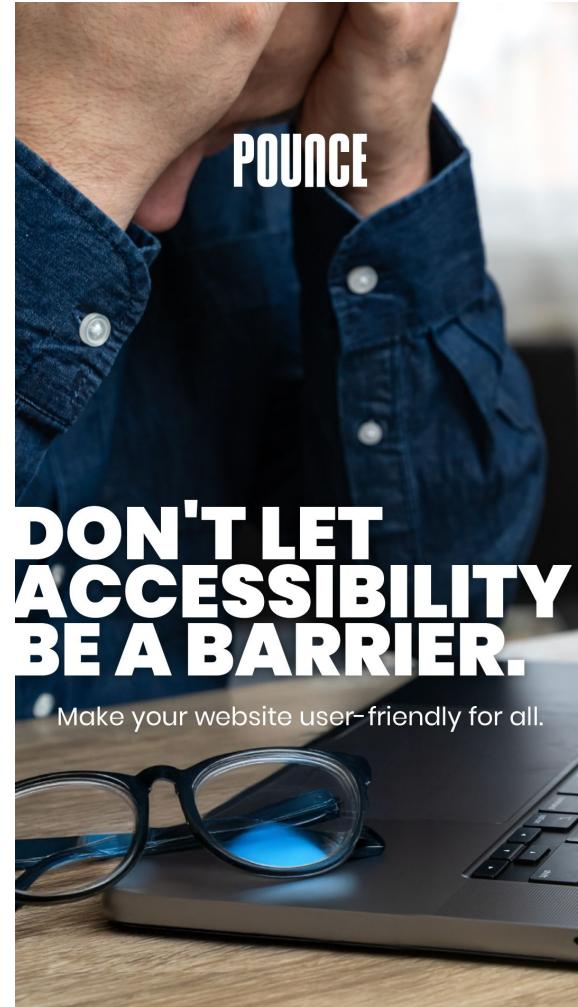
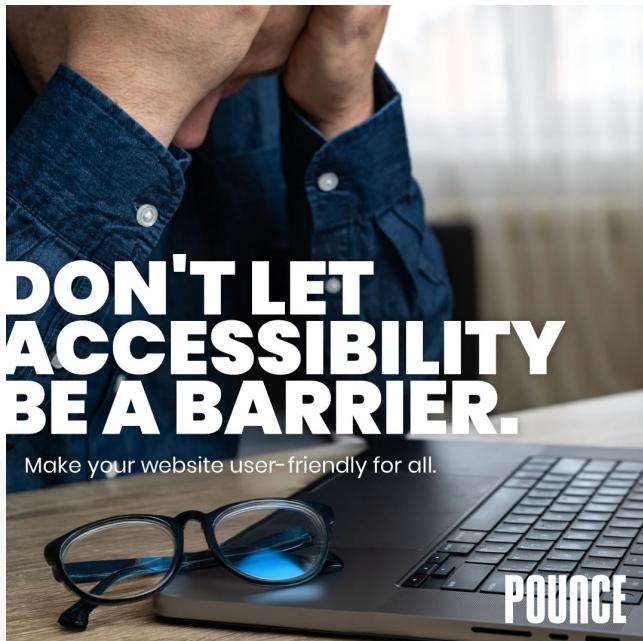
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SET #2 DIRECTION – 2

Primary Text:

Accessibility is about removing barriers, not just for a few, but for everyone. And we're sharing what we've learned, what we've built, and how we're helping brands do better.

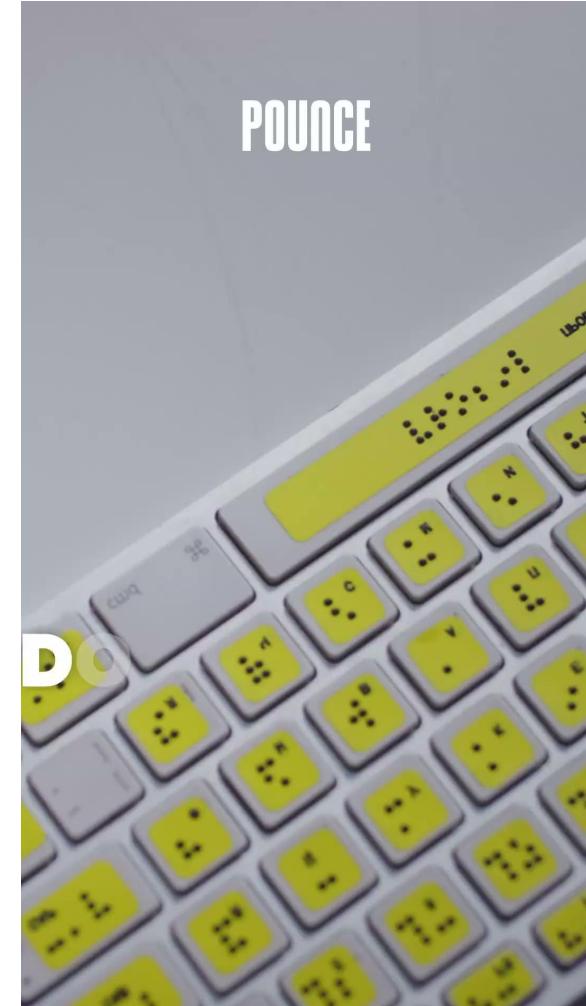
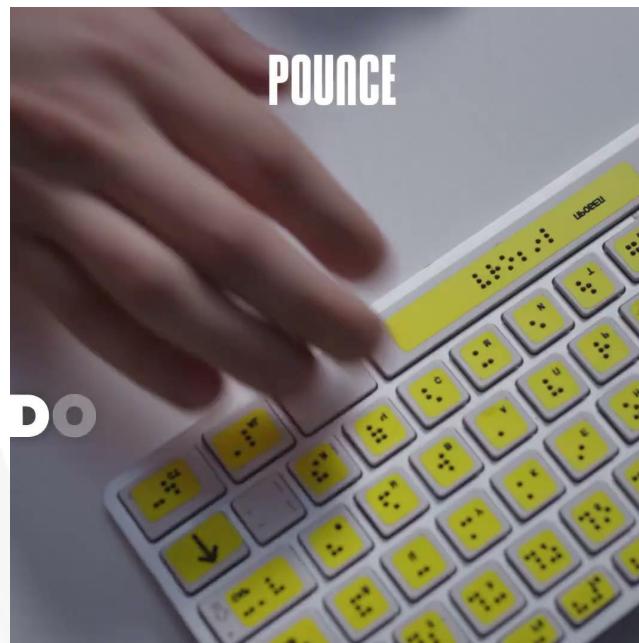
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SET #2 DIRECTION – 2

(ALT)

Primary Text:

Accessibility is about people, not just guidelines.

Headline:

F1 : Let's improve accessibility.

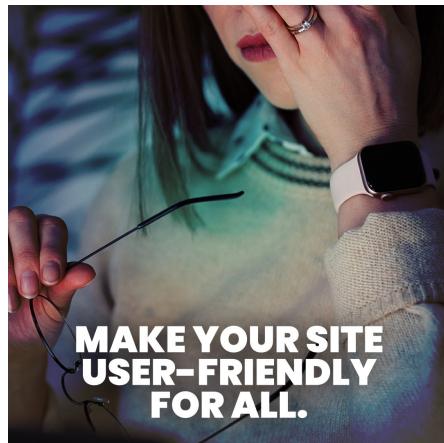
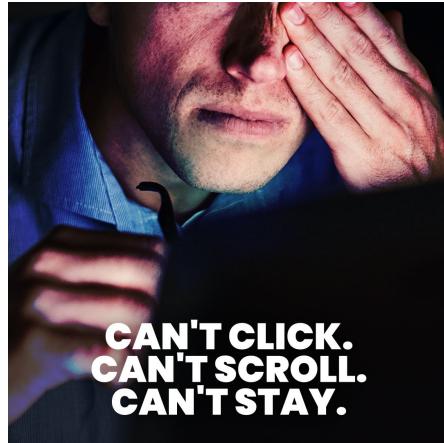
F2: A website for everyone

F3: Is a better website.

F4: Download our comprehensive guide.

CTA:

Download now



SET 3 – #PENDINGAPPROVAL

SET #3 AD 1

Primary Text:

Accessibility is about removing barriers, not just for a few, but for everyone. And we're sharing what we've learned, what we've built, and how we're helping brands do better.

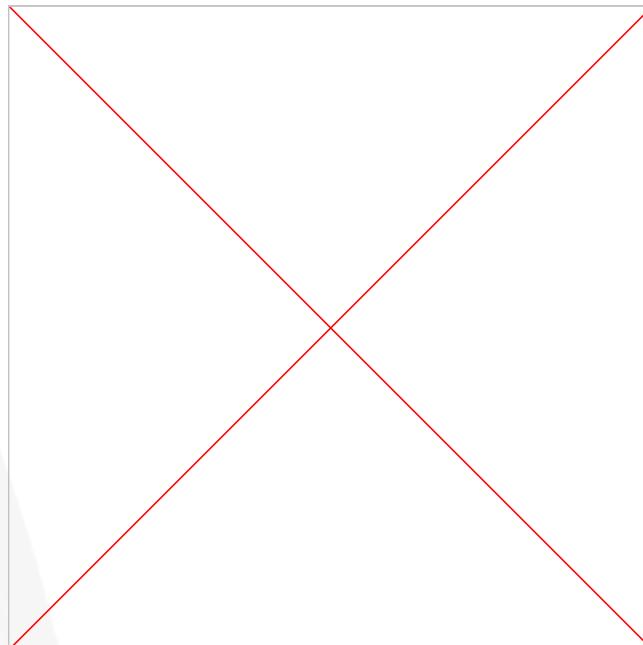
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SET #3

AD 2

Primary Text:

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SET #3

AD 3

Primary Text:

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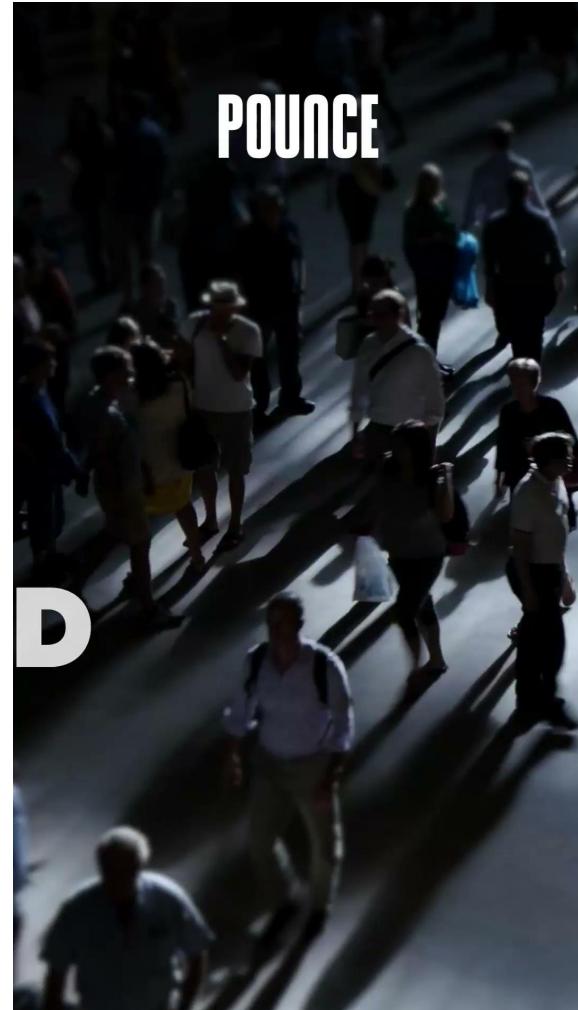
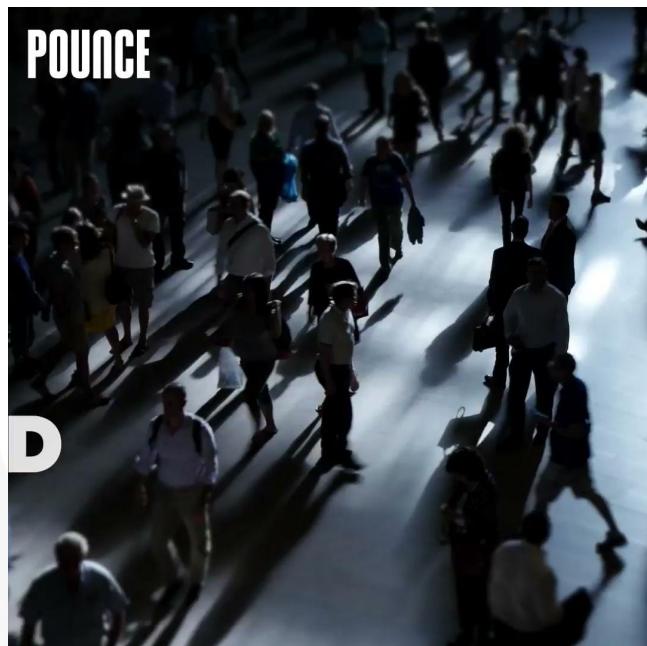
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SET #2 DIRECTION - 2

Primary Text:

Accessibility is about people, not just guidelines.

Headline:

F1 : Let's improve accessibility.

F2: A website for everyone

F3: Is a better website.

F4: Download our comprehensive guide.

CTA:Download now

