

Capturing Your Share of the \$220 Billion Disability Market

Has your organization created products or services relevant to the one in six Americans who belong to the community of people with disabilities? If so, are your products and services ready, while your knowledge about how to navigate within this audience of 54 million lags behind? Are you concerned that you do not have a plan to successfully penetrate this expanding market?

People with disabilities and their family and friends have tremendous buying power. According to a 2002 Diversity, Inc. report, their buying power has reached the \$220 billion mark. And the market continues to grow.

For many years, marketers have either ignored the needs of people with disabilities or treated the disability community with kid gloves. Many companies have considered the disability market a philanthropic endeavor only. Today, companies that develop effective marketing and outreach programs will be able to capture their share of this growing niche.

With seasoned public relations and marketing experts who bring over 30 years of experience in disability marketing, we arm clients with the communication tools they need to effectively address people with disabilities. These tools include strategic-messaging, disability media relations and a comprehensive **People with Disabilities Marketing Plan** that can help your organization reach its goals.

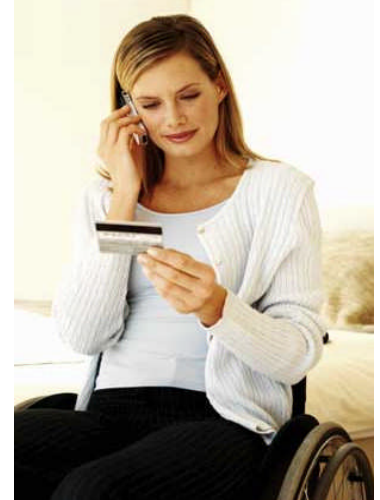
Like other niche markets, people with disabilities respond positively to companies with marketing approaches sensitive to their needs and interests. As a result, many companies have begun investing significant marketing dollars in improving their message and creating a competitive advantage.

The Plan and Its Elements

Our multilevel **People with Disabilities Marketing Plan** includes components that are developed with your specific organizational needs in mind. The basic components are:

- A situation and market analysis with demographics and key consumer traits of people with disabilities;
- A research review with information from the most comprehensive research publicly available;
- A look at your current offerings and competitive landscape along with a review of your competitive advantages and challenges in addressing the needs of people with disabilities;
- The latest in messaging and specific message points that will help sell your products and services to the people with disabilities market;
- Recommended tactics for implementation; and
- Methods of evaluating your progress.

Witeck-Combs Communications is confident that we can become an essential part of your solutions team for marketing to people with disabilities. Our business is dedicated to this work and we operate on a core belief that meaningful causes, trusting relationships and social ethics contribute profoundly to our client's long-term success.



The Economic Power of People with Disabilities

The disability community comprises nearly one-fifth of the American population and is a unique and relatively untapped market.

Marketing to people with disabilities, their families, and friends presents significant growth opportunities for companies. The business case for smart companies is clear.

According to Diversity Inc., "members of the so-called emerging markets – African American, Latino and Asian American consumers as well as gay people and people with disabilities are flexing their collective \$1 trillion in spending power and yet are often ignored by most existing business models."



Witeck-Combs

Communications is a premier strategic public relations and marketing communications firm with unmatched expertise in the people with disabilities community.

For the past 13 years, Witeck-Combs Communications has pioneered communications and marketing consulting in the people with disabilities market for brand leaders and advocates, helping executives develop a productive balance between addressing the needs of their business and recognizing opportunities in the marketplace.

It is no longer possible or prudent for a leading corporation to ignore disability issues or opportunities in today's marketplace.

Witeck-Combs Communications' dedicated communications and marketing team successfully captures and sustains the attention of consumers, policy-makers, community-leaders, healthcare providers and the public in the disability and health arenas.

By expertly building and enhancing the marketing communications capacity of corporate and nonprofit clients alike, we have earned a valued reputation for a comprehensive and results-driven quality of service.

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The Plan Deliverables

Witeck-Combs Communications will provide a written plan, as well as present a summary of the plan via a PowerPoint presentation that will be delivered in person. Below are the basic elements of the People with Disabilities Marketing Plan.

1. Executive Summary

2. Situation and Market Analysis

- a. Situation Overview
- b. Market Analysis and Demographics
- c. Key Consumer Traits of People with Disabilities

3. Research Review

- a. National Organization on Disability/Harris Interactive Gap Survey

4. Current Offerings and Competitive Landscape

- a. Product Features and Services for People with Hearing Impairments
- b. Product Features and Services for People with Visual Impairments
- c. Competitive Landscape
 - i. Competitive Advantages
 - ii. Competitive Environment
 1. Wireless Carriers
 2. Wireless manufacturer

5. Goals and Messaging

- a. Addressing the Needs of People with Disabilities
- b. Marketing Goals
- c. Key Message Points about People with Disabilities
- d. Device Features - Specific Message Points for the Hearing Impaired
- e. Device Features - Specific Message Points for the Visually Impaired

6. Tactics and Execution

- a. Introduction and Top Level Recommendations
- b. Partnership Outreach
- c. Recommended Conferences, Events and Expos
- d. Training for Sales and Support Staff
- e. Recommendations for Advertising
- f. Recommendations for Collaterals
- g. Recommendations for Disability Media Relations