# Transcript – RNIB’s Design For Everyone campaign “WhatsIn Store” film

Audio description: A shop called “WhatsIn Store” is opened for business.

A shopkeeper opens the door to the shop preparing the shop for the day.

Audio description: Security cameras show that all the products on the shelves are blank and have no information on them.

At the back of the store, in a hidden space there is large screen showing cctv footage of the store. Footage then pans across the shop showing lots of different products with blank packaging.

Audio description: A woman walks into the store. She looks at the blank products and is very confused.

Shopkeeper: Is there anything here that you are particularly looking for?

Woman: Umm, an explanation?

Audio description: One by one more customers enter, each as confused as the last.

Various customers walking around the shop looking a little confused.

Female customer 2: What’s all this unmarked stuff?

Shopkeeper: It’s just regular food.

Female customer 3: What’s the deal?

Male customer: How can you tell what’s what?

Child: They don’t even have signs.

Audio description: A woman points to some tins.

Female customer 2: Is this a different item to that?

Shopkeeper: Not necessarily no.

Female customer 4 walks around the shop filming with her smart phone.

Female customer 4: This is crazy.

Female customer 5 looks bewildered as she looks around the shop.

Female customer 2: Are sure this isn’t some kind of massive joke?

Female customer 6: So you don’t know what it is?

Shopkeeper: No I don’t know.

Female customer 6: No, you know obviously but how do we know?

Shopkeeper: No I don’t know either.

Female customer 6 smiles at the shopkeeper slightly confused.

A white screen with black copy reads “Everyone should have the right to know what they are buying”

A second white screen with black copy reads “Yet 9 in 10 blind and partially sighted people find it difficult to access crucial information on packaging”

Female customer 7: There’s no nutrition value, there’s no fat, there’s no salt, there’s no sugar written on the labels. How do you know what you’re getting?

Female customer 8: What if you have a nut allergy?

Shopkeeper: Good question.

Female customer 9: My mind is working overtime right now, trying to figure this stuff out.

Shopkeeper: So just imagine if this was your regular shopping experience.

Female customer 9: Oh it would be horrific.

Shopkeeper: This is the regular shopping experience of someone who is partially sighted or blind

Female customer 9: Right, I see.

Female customer 9 has the expression of someone who has just realised something.

Audio description: Quotes from people with sight loss read:

* “I have to depend on others to read it for me”
* “It’s denying us our independence”
* “I want manufacturers to take notice”

A white screen with black copy reads “We’re working with brands and supermarkets to make their packaging more accessible.”

A second white screen with black copy reads “But there’s still more work to do. Find out how you can help at rnib.org.uk.”

Audio description: RNIB. See differently.

The video ends with the RNIB logo.

[End]