



Purple   
Tuesday

# Purple Tuesday

Improving the disabled customer experience

## Purple Tuesday 2022 UK Sector Partner Brochure

1<sup>st</sup> November 2022

[Purpletuesday.co](https://Purpletuesday.co)

# What is Purple Tuesday?

Purple Tuesday has become the #1 brand for improving the customer experience for disabled people and their families 365 days a year. The initiative inspires organisations and their staff, across all sectors and all sizes to promote awareness, develop understanding and put in place practical solutions for greater accessibility. Participation is free. The only requirement is a commitment to make at least one change to practice each year that will enhance the disabled customer experience.

Last year's November celebratory day reached over 19 million people; involved over 7,000 social media conversations; and received over 270+ pieces of broadcast and print media.

Ambitions for 2022 are even greater. Purple Tuesday is going global!

Disability is a global issue and requires global solutions. 17% of the world's population—1.3 billion people have a disability. Their combined spending power is a staggering \$8 trillion but yet only 10% of businesses have a targeted strategy to engage this market.

“ Being part of the **Purple Tuesday** initiative for the past two years has been of huge value to **SHL**, so much so we are delighted to be continuing our partnership for another two years. We believe that it is every organisation's responsibility to consider **disabled people** and for our business that means supporting organisations to remove barriers for disabled candidates as part of the recruitment selection process. Our work with Purple Tuesday not only enables us to widely **demonstrate our disability commitments**, but their team of experts work across the business to support us on our own inclusion journey. We are extremely proud to be continuing our partnership with **Purple Tuesday** ”

– Andy Bradshaw – CEO, SHL



SHL



# Global Sector Partner Opportunity

Purple Tuesday is going global and reaching out to organisations around the world who recognise the power of the disabled consumer.

We are offering an exclusive opportunity for one organisation to represent their sector as a **Purple Tuesday UK Sector Partner**.

## The UK Sector Partner Package includes:

- **Brand Alignment**– with Purple Tuesday and its unique commitment to disabled customers. Name, logo and hyperlink on the dedicated partners page on the Purple Tuesday website
- **VIP Invitation**– to the UK Purple Tuesday celebration event launch and Partners networking reception – 1 November 2022
- Invitation to participate in a panel discussion at the inaugural **Purple Tuesday Global Virtual Conference**
- A copy of the **Purple Tuesday Disability Survey Findings Report**, which will be shared with partners before public publication
- Access to the Purple Tuesday **marketing toolkit** including resources for online and face-to-face audiences to promote your involvement and wider awareness raising.
- **Social Media promotion** – promoting your disability inclusion activities including a dedicated feature (blog, case study, interview or testimonial) to be shared on all Purple Tuesday social platforms
- **Purple 365 Subscription** providing access to a series of monthly disability related webinars and useful resources throughout the next 12 months, helping you to build disability confidence throughout the team and organisation.
- Dedicated Purple Tuesday **Partnership Manager**

## The Purple Tuesday 2022 UK Sector Partner fee is:

**£2,997** for small sized organisations (less than 50 employees)

**£5,997** for medium sized organisations (between 51-249 employees)

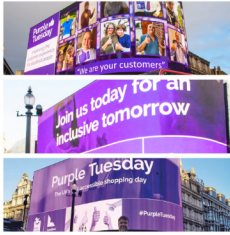
**£8,997** for large organisations (£250 – 999 employees)

**£9,997** for corporate organisations (1000+ employees)



# Aspring to be the #1 Brand for improving the Disabled Customer Experience

Purple Tuesday has become the #1 brand for improving the disabled customer experience in the UK. Here are some of our top achievements:



## Piccadilly Lights

For the last 4 years, Purple Tuesday has lit up the iconic Piccadilly Lights in London, showcasing to the world the value of disabled customers. In 2021 15 Sector Partners proudly stood by our side demonstrating their commitments for change and that of the 5,000+ participating organisations to improving the disabled customer experience.



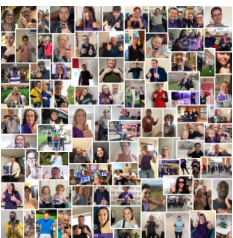
## ITV Advert

Purple Tuesday has worked with the award winning ITV SignPost Productions since 2020 to create an advert to air in the run up to Purple Tuesday. The advert has been seen on TV over 4 million times in the past 2 years.



## National Media

National media has been a large part of Purple Tuesday. Since launching in 2018, Purple Tuesday has had 700+ items of media coverage including national broadcast slots on BBC, Sky News, ITV News, Channel 5 News, BBC Radio Five Live, Financial Times and many more.



## Community Support

With Purple Tuesday growing year on year as a brand, the public are getting more involved. Significantly, last year Purple Tuesday trended at #2 on Twitter, reached 19m+ and had over 7,000 social media conversations including #PurpleTuesday.



## Thought Leadership

It is important innovations and best practice case studies are shared to inspire improvements across all industries. The UK Sector Partner leaders joined Chloe Smith, Minister for Disabled People, Health and Work and Mike Adams OBE, creator of Purple Tuesday at a thought provoking panel discussion where 200 businesses joined the live event.

## 2021 Sector partners:



# Purple Tuesday

**Get in touch:**

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