



Category: Not-for-Profit Campaign

Company: Acceleris

Entry title: Purple - Changing the Conversation

Brief and objectives:

The UK's 11.5 million disabled people make up 19% of the population, the largest minority segment of the consumer population. The 'Purple Pound' is worth £212 billion per annum in the UK, and yet despite this wellbeing standards often fall well below the UK average.

Four years on from the launch of the Government's Disability Confident scheme, 45% of UK businesses are still reluctant to hire people with disabilities.

Acceleris was tasked with launching a new organisation set to improve employment equality for disabled people by working directly with both businesses and individuals to open up new opportunities.

The campaign aimed to:

- create a new, dynamic and engaging brand and collateral for the organisation – achieving stand out in a crowded charity and third sector
- launch it to the UK businesses community, general public and disability sector
- generate more than one million opportunities to see/hear about the organisation in media coverage
- to secure at least 20 new business leads as direct result of launch activity.

Rationale behind campaign, including research and planning:

The campaign began with in-depth research and SWOT analysis to understand the true proposition of the organisation's USPs. The agency conducted a full stakeholder, political, counterpart and media audit. Acceleris also spoke to a number of case studies and disabled people themselves to assess requirements for collateral and messaging.

From this what became evident was that the organisation was unique in giving both business and individual an equal voice in the employment debate. The concerns of business were just as relevant as the individual - and vice versa – and BOTH had a solid commercial benefit to offer the other.

From this name 'Purple' was born along with the strapline 'Changing the Conversation'.

Acceleris developed an integrated launch strategy reflecting its 'brave and bold' ethos, covering brand creation, messaging, marketing collateral, website, media, industry profile and events – catapulting the organisation into the national business and disability agenda – all delivered in just 12 weeks.

Strategy and tactics, including creativity and innovation:

To achieve stand out in a crowded sector and achieve stand out we:

- Commissioned one of the largest ever surveys into business' attitudes to disabled employees, fuelling brand messaging, content and national media launch
- Identified stakeholders, issues, media targets and audiences to define messages
- Developed a suite of on an offline marketing collateral, including website, video, social content and innovative 'product selectors'
- Developed an animation and video for Purple to use post-launch to encourage engagement with its key audience through digital channels.
- Brokered a partnership opportunity with the London Stock Exchange for Purple to open trading on launch day
- Secured TV's 'Holby City' autistic actor Jules Robertson as an ambassador for the organisation – at no cost to them
- Delivered two high profile launch events in City of London to 250 senior representatives from Government departments, banking groups, blue-chip companies and media.

The research findings revealed that 45% of UK businesses are apprehensive about hiring someone with a disability because of fears they won't be able to do the job. This was fundamental to our launch campaign and establishing Purple as a catalyst for change.

Implementation of tactics:

Through contact with the Department of Work & Pensions we learned the Government was set to re-launch its Disability Confident campaign and so dovetailed launch activity with this to secure maximum media exposure. VIP media, target clients, and industry stakeholders were invited to join Purple at the London Stock Exchange for the launch with regional and national media interviews secured for both Jules Robertson and Purple Chief Executive Mike Adams – himself disabled - speaking about the opportunity to 'change the conversation' and reach Purple's goal of placing 20,000 people into work by 2020.

The launch was supported by an exclusive evening networking event for 200 Government departments, banking groups and blue-chip companies at City law firm CMS Cameron McKenna. This included an exclusive photography exhibition celebrating ability not disability featuring entertainers, sports stars and celebrities including the likes of Richard Branson, Paloma Faith and David Weir.

Measurement and evaluation:

Key outcomes:

- More than 220 million total opportunities to see or hear about Purple following the launch
- 116 pieces of coverage including pieces in The Guardian, The Independent, The Times and key disability trade titles
- Purple's Chief Executive, Mike Adams appeared as the main front cover story of the IoD's Director Magazine during launch month
- Mike also featured in four national media titles in launch week and five BBC radio stations on launch day
- Established relationships with business leaders and Government departments – with over 250 senior figures attending Purple's launch events
- Secured new commercial contracts with London Stock Exchange and UK's largest local authority as a result of launch activity

- Mike Adams, Purple’s Chief Executive appeared as a keynote speaker at the World Disability Congress, attended by major corporate organisations and policy makers from around the world
- There are significant future business opportunities for Purple, including joint marketing opportunities with Government Department for Work and Pensions and Institute of Directors
- Purple was central to Government’s Disability Confident re-launch in late 2016

Purple is now regularly approached by the media to comment on Government developments and issues within the disability sector.

Budget and cost effectiveness:

The integrated campaign was delivered over six months against a total budget of £51,000 which included £20,000 of third party costs for design, web development and print. Acceleris also donated an additional £16,000 of time pro bono to the launch of the not for profit organisation.