

Purple Tuesday Marketing Opportunity

Purple Tuesday 2020 is supporting organisations to put in place practices and approaches to improve the customer experience for 13.8 million disabled people and their families in a post UK lockdown environment.

From £999 + VAT, Purple Tuesday is offering a small number of organisations the opportunity to market their disability credentials and commitment to a UK audience.

As the UK emerges from Covid-19, the need for organisations to connect and re-connect with customers is crucial to their economic and social recovery.

Purple Tuesday is a recognised brand with a strong track record in assisting organisations to become more accessible and to unlock the £249 billion Purple Pound, the spending power of disabled people and their families.

Since its launch in 2018, Purple Tuesday has reached over 13 million people and has supported 2,500 organisations to implement over 5,000 practical improvements to positively change the experience of disabled customers.

The Opportunity

- Be interviewed live at Piccadilly Lights on the morning of 3rd November (or a pre-recorded slot if preferred) as we launch the celebratory day.
- Engage staff in a Purple hosted training webinar 'Preparing for Purple Tuesday' which is exclusively for Purple Tuesday Partners and their invited guests.
- Be involved in an online webinar on 3rd November for all participating organisations (anticipated to be upwards of 4,000 this year) showcasing practices and approaches for disabled customers.
- Have your logo featured on all official Purple Tuesday resources.
- Have access to Purple Tuesday marketing assets including a Purple Tuesday website banner, exclusive social media templates and a presentation slide deck for the marketing team.
- Be promoted throughout Purple Tuesday with an anticipated reach of 13m+ via Twitter, Facebook, LinkedIn and Instagram.
- Following Purple Tuesday, access one of our accessibility and inclusion experts to help plan your 2021 disability activities.

For Who

This PR and marketing opportunity is for organisations who have:

- Been a part of Purple Tuesday and have a story to tell about the changes they have made for their disabled customers.
- A story to tell and can use Purple Tuesday as the platform to tell that story.
- Made commitments to disabled customers and want to use Purple Tuesday to deliver on those commitments.

Contact Us

For more information, please contact Charlene Overend at:

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Purple Tuesday
Changing the customer experience

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Purple
Changing the conversation

Purple Tuesday has been created and is co-ordinated by Purple.