

WORK IT FASTER BRAVER BOLDER

Summer / Autumn 2022 campaign
Making Work **Work** Partner Opportunity

LET'S SHOUT ABOUT RESPONSIBLE BUSINESS TOGETHER

In this, Business in the Community's 40th Anniversary year, we launched **Making Work Work** – a high-profile, impactful marketing campaign sharing stories from our members about their positive actions for their people, their communities, and the planet.

Under this one brand, we are seeking to inspire belief that change is possible as we engage many more businesses to join us.

Phase One of our campaign generated incredible traction and was supported by nine Anniversary Partner members. Planning is now underway for our next two phases in summer and autumn. We are seeking Making Work **Work** Partners who will add their power to the campaign and help us amplify it. Adding your brand and voice will demonstrate your leadership as a responsible business and show the collective power of BITC members that are championing ESG.

PHASE ONE

Spring Campaign
NOW COMPLETE

PHASE TWO

Summer Digital Campaign

PHASE THREE

Autumn Campaign

THE MAKING WORK **WORK** CAMPAIGN

We want as many companies as possible to join BITC and thus increase the impact for society and the environment by collaborative action in a way that is **FASTER**, **BRAVER** and **BOLDER**.



WORK IT
**FASTER
BRAVER
BOLDER**

Join the network of businesses making work **work** for people and the planet. bitc.org.uk



The Prince's
Responsible
Business Network

This advertisement is made possible by our 40th Anniversary Partners:



Through this campaign, our aim is to enable business to tell their powerful stories about how they are making work **work** to ensure a **FAIRER** workplace, a **GREENER** environment, and, in working with others, how **TOGETHER** they are empowering communities to thrive.



WORK IT
**FAIRER
GREENER
TOGETHER**

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PHASE ONE: PUT BITC ON THE MAP



40th Anniversary Partners



IMPRESSIONS
1.9M

REACH
923K

VIDEO VIEWS
123K

OUTDOOR ADS
80M ADULT VIEWS

**Six months' worth of
traffic in 2.5 weeks to
Join Us page**

7,976 up from average of 1,255

**42% homepage uplift
YOY**

23,558 compared to 11,870

**112 enquiries through
Join Us page**

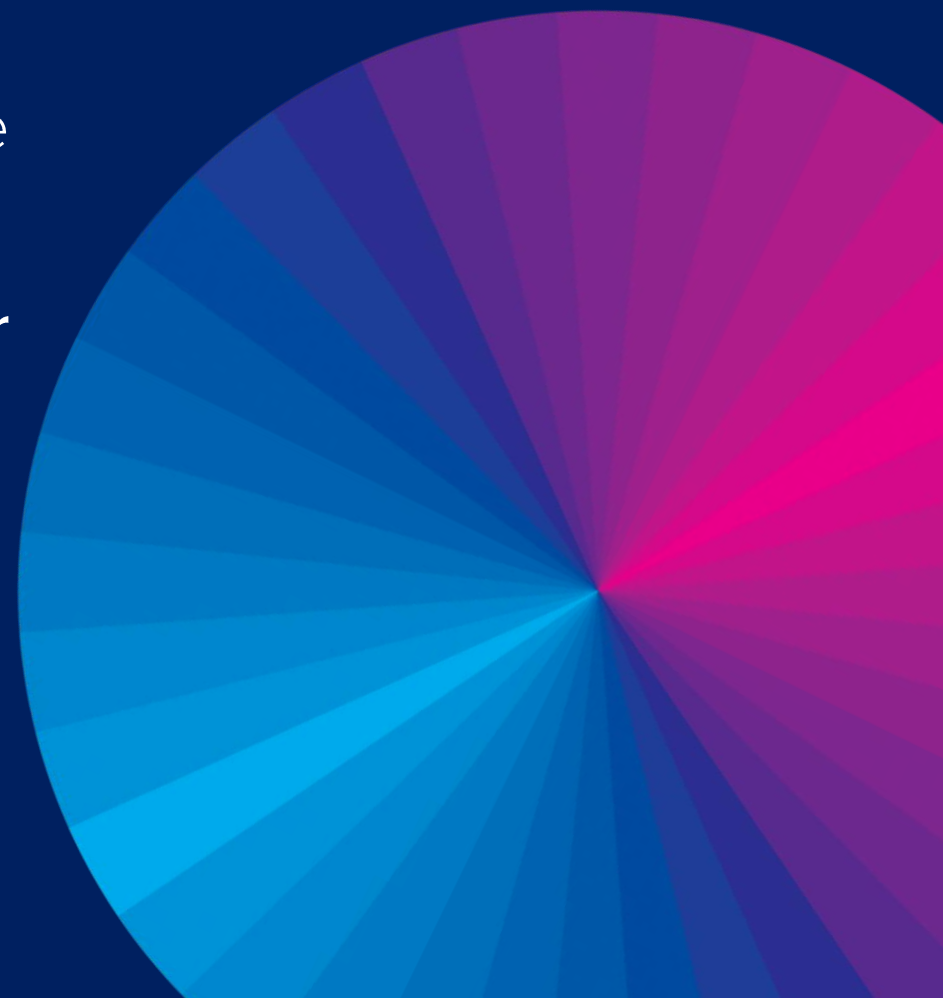
(up 38% from monthly average)

WOULD YOU LIKE TO BECOME A MAKING WORK **WORK** CHAMPION OR PARTNER?

Following the huge success of Phase One, more of our members have asked how they can get involved for the rest of the year.

We have developed a two-tier package for our **summer and autumn spikes** with opportunities for everyone.

Please take a look and see which one your business would like to get involved in.



MAKING WORK **WORK** PARTNER – TIER TWO

Our ask of you, please . . .

- Share your **Work It** example (*see picture below*) using the campaign on your channels, helping amplify the message and linking to your responsible business activities.
- Offer **one of your media channels** (*see Slide 10*) to carry the campaign using your **Work It** example at least once before the end of 2022. For example, use a pre-booked advertising space to carry the campaign – Out of Home or in print.

BITC will . . .

- List you as one of our Making Work **Work** Partners on our website and on social.
- Share one responsible business story on our website linked to #MakingWork**Work**
- Amplify your responsible business stories – one per month (July, August, October, November) on our social channels.

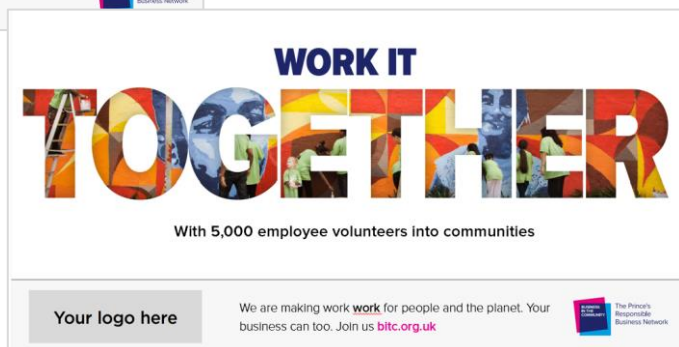
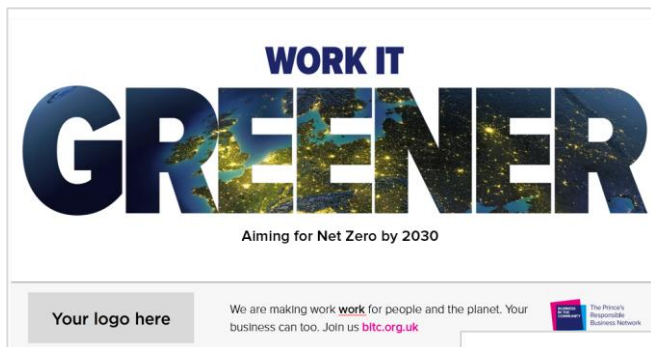


**20 PLACES
NO COST**
#MakingWorkWork

MAKING WORK **WORK** PARTNER – TIER TWO | TIER ONE PLUS . . .

Our ask of you, please . . .

- Offer **two** of your media channels to carry the campaign using your Work It example at least twice before the end of 2022.



BITC will . . .

- Create and share bespoke campaign assets (see *images*) for your business and provide artwork for additional routes to market that are available through your business
- Provide thought leadership space on our website and via LinkedIn.
- Create a written case study about your business to share with BITC members

**10 PLACES
£5K**
#MakingWorkWork

MEDIA CHANNELS | SOME IDEAS

Are you in the travel sector? Do you have **digital poster sites**?

Through **Credit Suisse's** sponsorship of The National Gallery, we're able to host the Bolder Leadership reception

Do you have **print media** opportunities?

Through Lloyds, we have confirmed an arrangement with the **British Business Excellence Awards** as Responsible Business Partner to profile this campaign

Do you have **eMarketing** opportunities?

Could you provide a dedicated **web page** on your platform?

With thanks to one of our airports, we will proudly be displaying the campaign **land side and air side**

Do you have **exhibition space**?



BITC 40TH ANNIVERSARY TIMELINE





The Prince's
Responsible
Business Network



To find out more, please email
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or call 07714 755312