

# CASE STUDIES



# CELEBRATING ACHIEVEMENTS AND SEEKING FURTHER BUSINESS SUPPORT

*Business in the Community*

## **BACKGROUND:**

Business in the Community is the UK's oldest, and largest, business-led member organisation dedicated to responsible business.

The organisation has a proud history of responding to emergencies, and therefore was able to mobilise its membership quickly to understand community challenges, and where business could help, when the Covid-19 crisis began. As a result of this feedback, BITC created the National Business Response Network (NBRN), essentially a 'bulletin board' where communities could post requests for support, and businesses could respond.

A year on, BITC wanted to celebrate the NBRN's achievements, and remind business across the country that support and help is still required in the UK's communities as a result of the pandemic.

## **CAMPAIGN DETAILS:**

Two weeks

March – April 2021

UK-wide

Rail Digital 6-sheets and large format digital billboards

## **OBJECTIVES:**

Raise awareness of the key role businesses have played in supporting communities over the past 12 months

Celebrate these achievements

Encourage new business partners to join the NBRN through aspirational copy





“

We are one year on from the launch of the National Business Response Network, and at Business in the Community we are truly proud to use Digital Out-of-Home (DOOH) to celebrate the businesses and the people within them who have stepped up and provided crucial services – ranging from food, to PPE, to technology to tackle the digital divide – at this time when working together as a community has never been more important.

The campaign is our way of saying thank you to these diligent supporters.

However, DOOH also offers us a crucial additional benefit: to recruit new partners, as it is an effective way to raise broad awareness of the NBRN in front of a greater number of businesses, to try and inspire them to follow suit and join us.

DOOH's nationwide ubiquity and creative flexibility has enabled us to showcase the range of support provided by our members to date. We expect that now, with JCDecaux's support, which reaffirms their position as a community-focused, responsible business, the NBRN message will reach a significant number of new potential members able to bring yet more services to the NBRN and, as a result, to help communities struggling across the UK.

**Nick Diamond**

MEMBERSHIP DIRECTOR, BUSINESS IN THE COMMUNITY