

## DIGITAL TRANSFORMATION CHANGE PROGRAMME

PARTNER PACKAGES 2023-24



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Digital transformation is the key to future success for retailers. It's a big issue for retail CEOs, who admit they are not fully prepared, which creates opportunities, as well as significant operational and reputational risks.

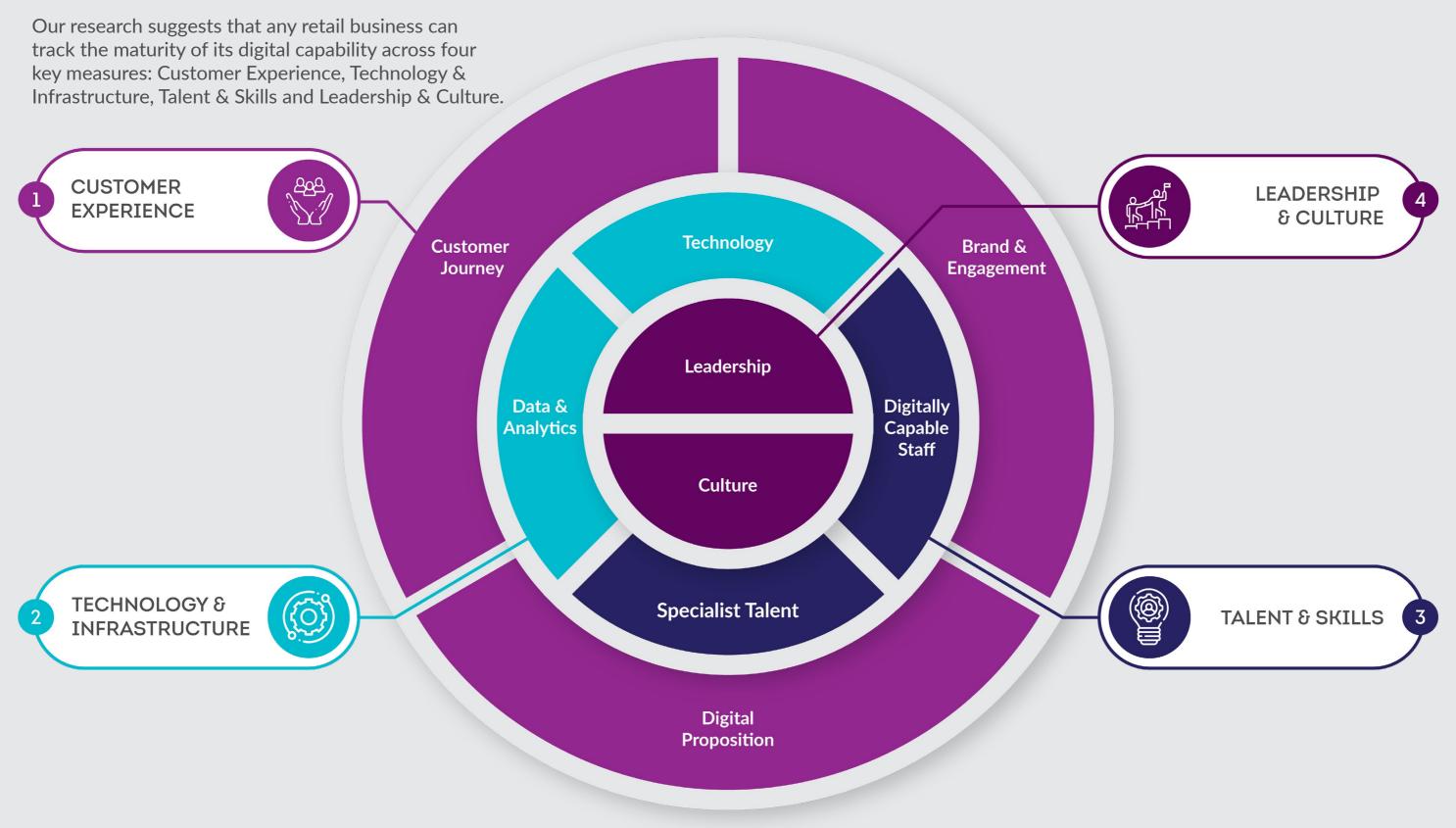
The BRC is working with its members to drive a stepchange in approach to digital transformation. Working together, our members will go further and faster to maximise the opportunities presented by digital transformation and mitigate the risks. We'll drive this by:

- Curating a wealth of digital • thought-leadership from our Members
- Convening forums with members and other stakeholders to facilitate the sharing of best practice

expert partners and Associate

- Gathering and sharing data and insights on key digital KPIs
- Putting digital at the heart of our industry-leading learning and leadership programmes.

## Retailer Digital Maturity Model



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## Our Digital Transformation Change Programme has four pillars



### CUSTOMER EXPERIENCE

An engaging, consistent, personalised customer journey, regardless of channel, is imperative. Through this pillar, we will help members:

- Maximise the return on marketing spend by tracking end-to-end performance by acquisition channel
- Tailor the customer journey cost-effectively across channels, including segmentation, personalisation, communication, promotion, inspiration, and third-party platforms
- Understanding customer switching behaviours and their propensity to spend across channels, by industry segment



### TECHNOLOGY AND INFRASTRUCTURE

A digitally mature business has a coherent technological architecture that enables rapid, data-led decision-making, and the right systems in place to keep data secure. Through this pillar, we will help members:

- Ensure their businesses are well prepared to deal with cybersecurity threats
- Make decisions on establishing a flexible, integrated digital ecosystem and understand the trade-offs of new vs. Legacy vs. Overlay technology.
- Provide guidance on emerging technology as a source of competitive advantage, within the context of current, emerging, and future industry trends.





### LEADERSHIP AND CULTURE

'Digital-first' is a culture. It isn't just a team in a business. It needs to run throughout each and every team, at every level. Through this pillar, we will help members:

- Learn from experts and each other, articulate and celebrate best practice digital leadership and culture, and find solutions to the barriers to success
- Decide where to invest capital and seniorlevel time
- Explore what leadership in Digital Transformation looks like and how to bring the organisation along

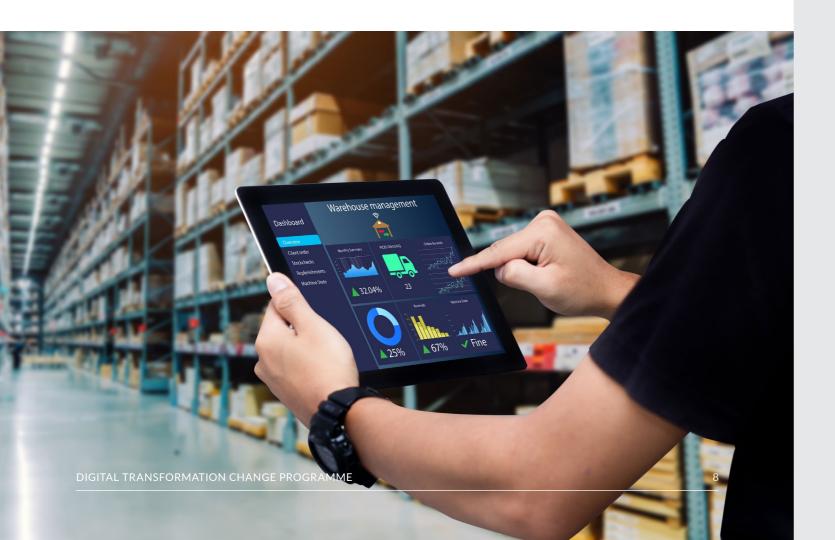
### TALENT AND SKILLS

The future success of the retail industry depends on attracting and retaining the best digital talent and developing digital skills among colleagues at all levels. Yet the industry is some way behind where it needs to be. Through this pillar, we will help members:

- Understand the barriers to attracting specialist digital talent
- Identify the skills gaps in their business
- Develop and retain their best talent

# PARTNERSHIP **OPPORTUNITIES**

We are looking for partners to work with us on this change programme, providing the thought leadership and expertise to support the retail community in better meeting the digital needs of its customers and clients. As with our other Change Programmes we offer two levels of Partner.





### Thought Leadership

Position as a trusted industry advisor across one of the pillars in our Digital Transformation Change Programme. https://brc.org.uk/campaigns/digital-transformation/

Help design and deliver helpful sessions for retailers both in-person and virtually and participate as a speaker or moderator.

### **Digital Transformation Change Programme Strategic Partner:**

As a Strategic Partner, align to one of the pillars of our Digital Transformation Change Programme.

- Build a bespoke programme of activity on agreed topics to include 3 virtual/live events
- Opportunity also includes speaker and/or moderator slot to help co-deliver the content
- Opportunity to produce a report/key takeaway content piece that is included on the website with supporting marketing and social media
- Share 2 x thought-led written blogs and articles for publication and tag these to our Digital Transformation change programme on the BRC website

### ► Full marketing package to support agreed activity:

- Access to event delegate lists inclusive of contact details where you are a participating partner and where express permission granted
- Communications produced by BRC to include links to event, contact details and signposting, promoted through BRC news page, pinned to community hubs and social media

PARTNER PACKAGES

Showcase your expertise, grow your audience and connections, and increase your profile and influence across the retail sector.

- Branding as a Strategic Partner across BRC Digital Transformation web pages and on relevant communications
- Include an insert in BRC's CEO weekly newsletter for all participating activity including events & articles in a dedicated section on Digital Transformation
- Other partners may also sit across the pillar

• Supporting digital marketing including any relevant retweets/ LinkedIn reposts of partner content relevant to your Digital Transformation engagement



## **Contributing Partner**

### Thought Leadership

**Position as a knowledge expert** in the Digital Transformation space. **Participate in an event or session as** a contributing partner, includes a **speaking slot**  Showcase your expertise and grow your audience and connections and increase your profile across the retail sector.

### **Digital Transformation Change Programme Contributing Partner:**

- As a Contributing Partner build a bespoke programme of activity to include partnering on 2 virtual/live events.
- Opportunity also includes speaker and/or moderator slot to help co-deliver the content.
- Share thought-led written blogs and articles and tag these to our Digital Transformation change programme on the BRC website
- Company profile and logo to feature as a Contributing Partner on our Digital Transformation change programme on the BRC website
- Include an insert in BRC's CEO weekly newsletter for all participating activity including events & articles in a dedicated section on Digital Transformation

### Full marketing package to support agreed activity:

- Access to event delegate lists inclusive of contact details where you are a participating partner and where express permission granted
- Communications produced by BRC to include links to event, contact details and signposting, promoted through BRC news page, pinned to community hubs and social media.

# MEMBERSHIP REACH



### SOCIAL MEDIA CHANNELS

Twitter: 17.9k followers – impressions 1.9 million

LinkedIn: 19k followers impressions 273k

### JOB ROLES



**A**:

Our retail members job titles directly link to our role-based communities

### NEWSLETTERS

Weekly Headlines Newsletter circulated to circa 9.6k retailers, av. open rate 51%, approx. 4.9k (av. B2B e-marketing open rate c.17%)

Community newsletters reach up to 550-1500 individuals





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### ENGAGEMENT

Circa 26k visits per quarter to BRC news page

Average LinkedIn social impressions: 3,308



### E-MAIL MARKETING

Average 32% open rate

The BRC's purpose is to make a positive difference to the retail industry and the customers it serves, today and in the future.

Retail is an exciting, dynamic and diverse industry which is going through a period of profound change. Technology is transforming how people shop; costs are increasing; and growth in consumer spending is slow.

The BRC is committed to ensuring the industry thrives through this period of transformation. We tell the story of retail, work with our members to drive positive change and use our expertise and influence to create an economic and policy environment that enables retail businesses to thrive and consumers to benefit. Our membership comprises over 5,000 businesses delivering £180bn of retail sales and employing over one and half million employees.



### BRITISH RETAIL CONSORTIUM

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