



## Retail Inclusion in Action

*How a UK Supermarket Transformed Its Ramadan Strategy and Improved Engagement by 27%*

### Client Snapshot

- **Sector:** Retail (Grocery)
- **Location:** United Kingdom
- **Company Size:** 15,000+ staff, 350+ locations
- **Package Used:** Growth Toolkit
- **Project Duration:** 6 weeks (Jan–March 2025)

### The Challenge

A leading UK supermarket chain wanted to better connect with Muslim customers during Ramadan but faced three key issues:

- **Culturally generic campaigns:** Repetitive social content with little authenticity
- **In-store experience gaps:** Misplaced halal products, no Ramadan timing consideration
- **Staff uncertainty:** Low confidence in serving fasting Muslim customers respectfully

**Goal:** To create a culturally intelligent, data-informed Ramadan engagement strategy that could scale across regions and drive results.

### The CultivIQ Solution

CultivIQ delivered a full **Growth Toolkit** with:

#### 1. AI Inclusion Diagnostic

- Analysed customer touchpoints, campaign language, and placement
- Identified gaps in cultural alignment and opportunities for Ramadan resonance

#### 2. Muslim Market Insights Pack

- Provided product placement recommendations (dates, halal snacks, gifting)
- Delivered research on UK Muslim shopping patterns by week of Ramadan

#### 3. Staff Training

- Delivered 2x live sessions for 300+ frontline and regional managers
- Covered Ramadan basics, cultural language, and service best practices

4. Campaign Timing Calendar

- Supplied a faith-sensitive marketing calendar aligned to:
  - Pre-Ramadan planning
  - Suhoor & Iftar shopping hours
  - Laylatul Qadr and Eid prep
- Enabled strategic rollout timing by store region

5. Inclusive Messaging Guide

- Reviewed tone, language, and symbols used across print and digital assets
- Suggested alternative phrases for wider community inclusion

Key Results

Metric	Before (2024)	After CultivIQ (2025)
In-store Ramadan product engagement	Baseline	+27% (year-on-year)
Halal category sales uplift	+3%	+14%
Staff cultural confidence	43% (survey)	92% (post-training)
Regional team engagement	Passive	Active campaign execution
Leadership response	Uncertain	Board-level proposal for full-year faith strategy

## Client Feedback

“CultivIQ brought us cultural clarity and strategic insight. The results spoke for themselves—Ramadan finally felt like a real opportunity, not a risk.”

– **Regional Inclusion Lead, anonymised UK retailer**

## Why It Worked

- **Contextual, not just cosmetic inclusion**
- **Staff-first strategy** before customer rollout
- **Timing alignment** with actual fasting rhythms
- **Market-led messaging** with ethical credibility

## Next Steps

Following the Ramadan success, the client requested:

- A follow-up **Eid campaign brief**
- An **AI bias audit** on their loyalty app
- A full **Strategic Partnership** proposal (2025–26)

## Want Similar Results?

Let us help you build cultural trust and commercial growth—starting now.

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## CultivIQ

*Ethical Growth. Intelligent Inclusion.*

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