

Corporate Communications

Corporate communication	✓
Creative and technical writing	✓
Fast track design	✓
Magazine/periodical/production marketing communication	
New media	✓
Photography	✓
Press advertising	
Proof-reading service	
Advertising of recruitment campaigns	
Video production	

Inland Revenue/COI

The Brief

Despite many efforts the Inland Revenue was still regarded as being a bureaucratic organisation stifling business. Many start up businesses were doing the wrong thing, both by leaving consideration of Inland Revenue until the last minute and not keeping appropriate records.

Bang won a competition to help Inland Revenue solve this problem.

The solution

Bang designed an education and training pack and campaign to help start up businesses. "Cutting through the red tape" was sent to over 500000 businesses and is a very simple and friendly guide to train start ups on what was required to be done. This huge undertaking took the form of a 250 screen website, 150 pages of text and photography written from scratch by Bang, all completed from start to finish timeframe of three months.

The outcome

Post campaign research showed that attitudes to Inland Revenue changed significantly, following receipt of the pack, to that of a friendly, approachable organisation rather than a faceless bureaucracy. The success of the pack was even mentioned in the house by the responsible minister.

