

Corporate Communications

Ordnance Survey (OS)

Bang has been contracted to Ordnance Survey as part of a rostered group of agencies for over a year. We are the sole agency on a number of high profile events and marketing communications campaigns including;

The relaunch of OS mapping and data centres (formerly 'Options') – 166 nationwide outlets each servicing their local areas. The campaign covered rebranding the centres, an extensive internal comms and training campaign and collateral, an external launch using a non-standard marketing mix of promotional material covering their extensive range of products and services.

The Outdoor Show is the biggest event of the year for outdoor pursuits, taking most of the exhibition halls at the NEC. Ordnance Survey are the signature sponsors of the show and had the flagship stand covering over 260 m². Bang themed, designed and supervised construction of all aspects of the stand. Sales during the three days of the show exceeded forecasts by over 40% and doubled the previous years takings.

Joint promotion with the History Channel and English Heritage – Bang designed and produced all marketing collateral for the joint venture concerning the History Channel's series on Britain's top 50 historic destinations. OS part sponsored the program and piggybacked the coverage through offering, via outlets, free 'historic adventure' opportunities to purchasers of multiple maps. The material produced included: posters, point-of-sale material for outlets, promotional mailers, retail flyers, print advertising and web banner ads. The campaign is still running and appears at this stage to be well ahead of forecast.

Insurance sector advertising campaign. Following the strategic decision to target individual b2b sectors, Bang were commissioned to produce a series of full page ads and inserts for insurance sector publications promoting how critical OS products are to the sector.

