

Project Report

Customer literature and web copy refresh

Santander UK plc is a leading financial services provider in the UK market. In 2011, the bank decided to reposition its business banking arm and relaunch its products and services available to smaller businesses. The aim was to become 'the SME Bank of Choice'. Seeking to bring its customer literature and web content into line with the fresh approach, Santander Business Banking turned to CLS Communication for support.

The project at a glance

- Santander urgently needed a rewrite of its business banking literature and web copy, with a fresh tone of voice
- In face-to-face meetings, the CLS Communication team made sure it properly understood Santander's brief – and the brand personality of its business banking division
- The account manager and lead writer became a virtual part of Santander Business Banking's marketing team, ensuring the project ran smoothly from start to finish

Client benefits

- Santander has re-launched its business banking operations successfully, with all copy reflecting the new marketing strategy in tone, style and content
- In CLS Communication, Santander has a partner who understands its requirements – and has built a tone of voice tailored to the bank's new customer segments
- The account manager and lead writer acted as a virtual extension to the marketing team of Santander Business Banking, giving Santander a no-fuss, hassle-free project experience

With the re-launch scheduled for October 2011, time was of the essence – and impeccable project management was crucial. CLS Communication:

- Quickly appointed a team of writers and editors for the project, with a lead writer to oversee all editorial issues. The account manager handled all organisational aspects of the project and liaised with the client.
- Gained a close understanding of Santander's requirements in a series of face-to-face meetings, striking up a positive relationship with the marketing team.
- Put in place a version control system to deal with the many feedback rounds and redrafts. The account manager submitted regular reports to Santander.

"I was very impressed with how quickly CLS Communication understood our business and the brief, and the speed at which their copywriters refreshed our suite of literature. They were very flexible in terms of their approach and fully supported my needs by providing an experienced professional team. I thoroughly enjoyed working with them and the output exceeded my expectations."

Group Marketing Manager Santander Corporate, Commercial and Business Banking

Your partner of choice

For further information please contact us at www.cls-communication.com