

## **Case study:**

# Letters that bring the brand to life for Sainsbury's Bank

### *Client*

Sainsbury's Bank

### *Date the work was carried out*

Nov 2005–March 2006

### *The brief and our approach*

Every day thousands of customers contact Sainsbury's Bank with questions relating to their many different savings accounts. And Sainsbury's Bank responds via customer letters, forms, statements, and leaflets.

Sainsbury's developed new core brand values that needed to be effectively translated to the banking arm of its operations. Boag Associates were asked to design customer communications materials that would successfully align with these new values.

Boag's recommendations included:

- maximizing the impact of letter content (through clear letter titles, for example)
- the development of an appropriate plain language, brand-inspired tone of voice
- making headings, letter titles, and content communicate clearly
- the clarity and consistency of document structure (the use of headings, consistent ordering of information, etc.)
- consistency in the treatment and presentation of content
- the placement and clarity of customer helpline information
- how layout can help achieve print and distribution cost savings.

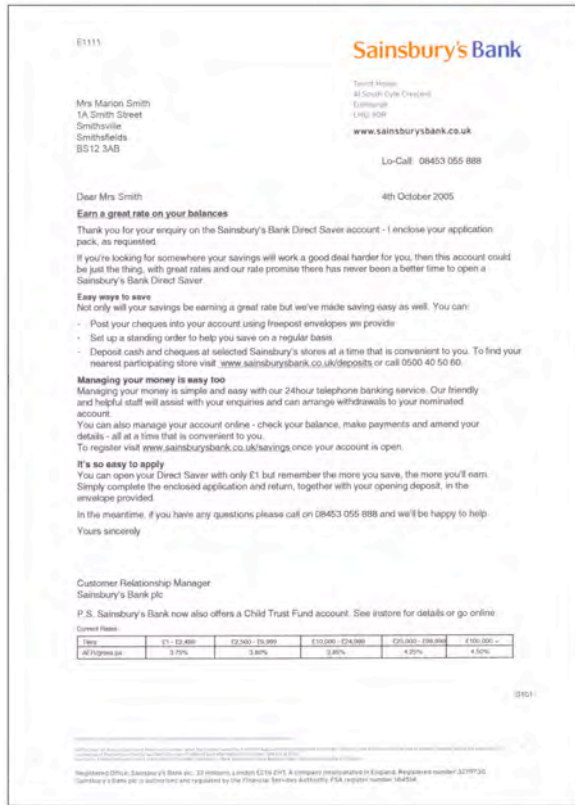
We proposed a modular approach to the materials that was appropriate for the page composition systems in use, and which helps ensure consistency of ordering of information (document title, main body, account details, sign off, etc.).

Made up of core and secondary text areas (i.e. the left and right-hand text columns), the system ensures that the main body of each document (i.e. letters, forms and statements) can be accompanied by secondary messages. This maximizes the use of space whilst working within legibility guidelines for typesize and line length. And it allows the frequent incorporation of helpline reminders and associated relationship building messages.

### *Results achieved*

- Customer satisfaction increases
- Print cost savings
- Product take-up and upsell.

**Before**



**After**

