

Transforming statements into strategic marketing communications by harnessing customer insights and composition technologies

We've conceived and designed numerous financial statements. Building on customer insights we make the most of technology to shape content, structure, typography, language and design into the most effective customer experiences creating competitive advantage for brands through this under-used medium.

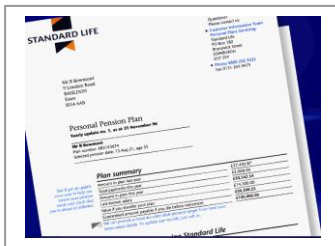
Adding value through clearer and more compelling data presentation



Our statement design for Barclays made best use of document composition software to set a new standard for the industry, now followed by competitors.

Through the addition of simple features like a summary over 90% of customers agreed that it gave them more information even though it contained no new data.

Enhancing brand and service perceptions



Our redesign of Standard Life's pension statement introduced new levels of clarity into these previously unfathomable documents.

Following our redesign of their pension statements Standard Life was voted no. 1 provider for customer services in an IFA survey – rising from 23 the previous year.

Reinforcing and delivering the brand proposition



Our redesign of Abbey National's bank statement finally delivered to the brand proposition *Because life's complicated enough*.

Innovative use of icons reminds customers of transactions so reducing queries as well as communicating Abbey's multi-channel service capability.