

## Case study 07

### Saffery Champness

**Client:** Saffery Champness

**Business Sector:** Chartered Accountants

**Description:** Marketing audit, marketing literature, newsletters, e newsletters, intranet.

Saffery Champness are a chartered accountancy firm who have established their business over last 150 years. Our brief was to refresh their internal and external communications without changing their logo. We did this by using strong imagery and colours to differentiate their various sectors and services. We also initiated and published a variety of newsletters (printed and emailed) which gave them a voice of authority and created huge impact in their industry.



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**What the client said:** "For the first time in the history of our organisation, our clients have been asking to be added to our newsletter mailing list, rather than to be removed from it. This, I believe, is thanks to the design as well as the quality of content. Four-Letter Word have been invaluable in communicating the ethos of Saffery Champness."

**Anne Snow, Marketing Director, Saffery Champness**

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