



Printed Communications: British Nuclear Group

British Nuclear Group was established in 2004 to provide the necessary focus for decommissioning and clean-up of the UK's historic nuclear legacy. This was a pre-requisite to the Nuclear Decommissioning Authority's (NDA's) establishment of seven separate Site Licence Companies to manage the estate of 20 sites. British Nuclear Group Project Services continues to provide specialist contracting services.

Challenge:

As the incumbent management and operations contractor for 15 UK nuclear sites, British Nuclear Group needed to highlight progress to the NDA. The business required a clear, concise and visually engaging biannual corporate communication to reinforce their clean-up capabilities and highlight project successes.

Solution:

We designed, produced and project managed the 'Innovation in Action' profile. Our understanding of the needs of the British Nuclear Group business, as well as our site and project knowledge, meant we offered a truly unique perspective in terms of providing the right strategic and creative solution. The final communication material appealed both internally and externally, providing a mix of strong messages, bold photography and graphic illustration.

Our work:



Client benefits:

- A unique brand signature that complemented the corporate brand guidelines fully and became synonymous with the biannual publication of business progress
- Recognition as a best practice example of responsive and proactive communication by the NDA and other key stakeholders
- Cost efficiencies through the regularity and planned nature of the design and production process

Testimonial:

"Forepoint worked in partnership with us to create a regular means of communicating with our customer and other key stakeholders in a way that was clear and had visual appeal."

British Nuclear Group

Contact us:

For more information about our printed communications work and other areas of expertise, don't hesitate to get in touch:

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