



Printed Communications: ENTRUST

ENTRUST, appointed by HM Revenue and Customs (HMRC) as the regulator of the Landfill Tax Credit Scheme in the UK, is a private, self-financing, not-for-profit company.

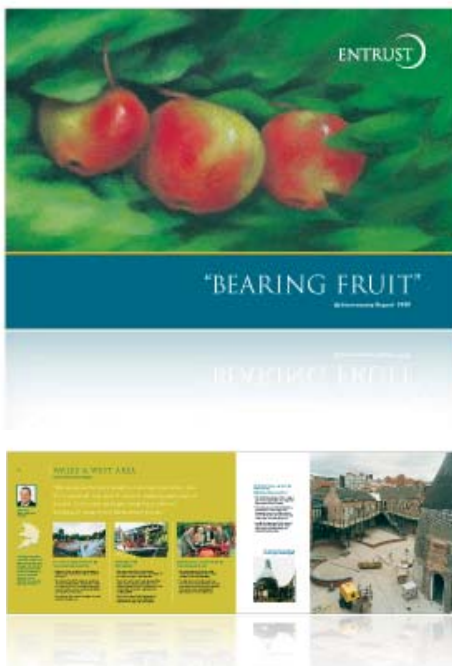
Challenge:

Having already established a strong relationship with ENTRUST while working on their brand identity, we were tasked with raising awareness of the UK Landfill Tax Credit Scheme through a range of marketing material that supported their strategy and aims.

Solution:

We created an integrated and multi-layered communications programme that promoted ENTRUST through consistent messaging across all printed literature and exhibitions. The programme specifically targeted environmental bodies, MPs and the general public with information about the scheme and how to enrol. We also created the statutory annual report for ENTRUST that addressed several communication objectives including a legal obligation to HMRC.

Our work:



Client benefits:

- Clear communication material that effectively explained a complex process in an understandable and engaging way
- Cost-effective literature structure that reflected the values of the organisation, particularly with the use of environmentally approved paper stocks

Testimonial:

"The Forepoint team has been a pleasure to work with. We are very pleased with our new brand identity and literature alike. We look forward to working with them on future projects."

ENTRUST

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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