



Printed Communications: RAC

RAC is part of Aviva plc and an integrated part of the Norwich Union Insurance Division. It now provides customers with a wide range of motor-related products and services.

Challenge:

RAC approached Forepoint to develop a creative solution for their bid documentation. RAC needed comprehensive effective bid documentation that would work as part of a complex B2B bid. The project required production within very tight deadlines and complete confidentiality.

Solution:

Forepoint worked as an integral part of the central RAC bid team. We took the lead role in coordinating the design, specification and production of this sensitive and complex documentation. We provided concepts and a 150-page design solution with the appropriate use of graphics that clearly communicated the key bid messages along with the necessary complex and in depth tender requirements.

Our work:



Client benefits:

- The final bid solution raised the standards of RAC bid documentation and provided a framework for future bid presentations
- The bid team received recognition from both within RAC and the B2B customer
- The bid helped to secure RAC with an £80 million contract

Testimonial:

"The service we received from Forepoint was excellent this coupled with the team's enthusiasm and creativity developed a compelling tender response for our business."

RAC

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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