

Client

RAC

Driven to provide confidential and effective communication



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.

Client

RAC

Project

Bid documentation

RAC required a creative solution for their complex B2B bid documentation problem. Our brief was to produce a comprehensive and effective piece of communication within very tight deadlines and complete confidentiality.

We took the lead role in coordinating the design, specification and production of this sensitive and complex document. We provided creative concepts and a 150-page design rollout solution with an engaging use of graphics that clearly communicated the key bid messages along with the necessary complex and in-depth tender requirements.

Project details:

- Acted as integral part of the RAC bid team
- Worked within strict tender requirements
- Confidentiality guaranteed
- High pressured, tight deadline
- Resulted in awarding of £80m contract to RAC

