

Copy re-style for Bradford & Bingley consumer finance guides

Copy re-style for consumer finance guides. Pre-nationalisation in 2008, Bradford & Bingley was one of the first traditional bank brands to transition convincingly into a consumer-friendly, full-service financial retailer. As part of the then ongoing repositioning activity by agency chjm, I was briefed to review, simplify and re-style retail brochure copy across four products: First Time Buyer Mortgages, Investments, Pensions and Life cover. Copy re-styling: Ian Castle, Freelance Copywriter. Agency: Claydon Heeley Jones Mason.

Example extracts:

Bradford & Bingley. Suddenly pensions all makes sense.

"Saving for retirement". It's that nagging thought again. The one that somehow never seems to go away.

What we don't need to tell you is that pension planning is 'a real priority, whatever your age'. You've heard it a million times already.

Instead, we'll briefly explain - as simply as we can - the essential things you should know about pensions today. The choices that are open to you. And why, perhaps more than any other financial product, it's absolutely imperative to take expert professional advice to get your retirement plans on track.

We're all living longer. Spending 20 or more years in retirement will demand a significant pension income. More and more, experts suggest the need to work into our seventies may become the norm, not the exception.

You don't need to wait to see what retirement holds. Now's the time you can shape it.

Bradford & Bingley's advisers know pension planning means important, sometimes complex decisions for most of us. We appreciate the concerns you'll have and the tricky choices you'll face. But that's why we're here: to make sure that you have access to the some of the best possible products distilled from market-leading providers.

And to make absolutely certain that the recommendations you receive are choices tailor-made to suit you and your circumstances.

Let's look forward to an enjoyable retirement.

Contents

Basics. Your State Pension.
DIY: Personal Pensions.
DIY: Stakeholder Pensions
Personal and Stakeholder plans: Investing more.
Company pensions.
Payback. Annuities and more
Why use our service?

For Sale. Persuasion.™



What we don't need us to tell you is that pension planning is a real priority. You've heard it a million times already. Instead, we'll simply explain - as simply as we can - the essentials you really need to know.



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