

Case Study | FiscalReps

80:20

Background

FiscalReps (www.fiscalreps.com) is a specialist tax consultancy that helps insurance providers manage the complex issue of Insurance Premium Tax (IPT) compliance. Although non-compliance is a potential source of financial and reputational harm for insurers and their clients, there has been limited awareness of this in the industry. At its launch in 2004, therefore, FiscalReps faced the challenge of being an unknown name offering a pioneering solution for which there was limited informed demand.

Response

80:20 Communications was engaged to handle the launch of FiscalReps and has continued to work with the company ever since. Since the principal challenge at the outset was to educate the industry about IPT, we began by devising a series of compelling messages to explain the significance of the issue and the value of an outsourced solution.

These messages have been delivered using various tactics. A key element, given the company's need to educate the market, has been the publication of thought leader articles in the insurance and risk management trade press. We have also capitalised upon notable developments in the business by issuing press releases to carefully targeted journalist contacts.

Given the international nature of FiscalReps' market, and the fact that potential customers may be searching online to learn about this issue, we have also disseminated PR materials in Search-Optimised format. This has both helped to raise the company's online profile and supported the search rankings of its website.

Our remit also covers supporting FiscalReps in other content-led areas, so ensuring that the company's messages are clearly and consistently expressed in all materials.



FiscalReps

Results

From a standing start, we succeeded in putting the IPT issue and FiscalReps firmly on the agenda of the insurance and risk trade media.

- Working with FiscalReps, we developed a series of full-page thought leader articles that were published in titles including Insurance Day, Post Magazine, Continuity Insurance & Risk, Captive Review, Insurance Age, Captive Review and Insurance Regulation & Accounting.
- News stories have also been published in various trade publications, marking developments including product launches, key hires and events.
- We have distributed Search-Optimised press releases and articles through various online channels, helping to push the FiscalReps website onto the first page of Google for key search terms.
- We have created the written content for two corporate websites, marketing brochures, client news alerts, fact sheets and exhibition stands.
- We are preparing FiscalReps' entries into a series of industry awards schemes to help further boost the company's profile and authority.

Client Verdict

"80:20 immediately got us onto the radar of the key media for our industry, including one-on-one briefings at editor level. They provided expert advice in angling our news and have been tenacious in getting our story across."

Mike Stalley, chief executive

