



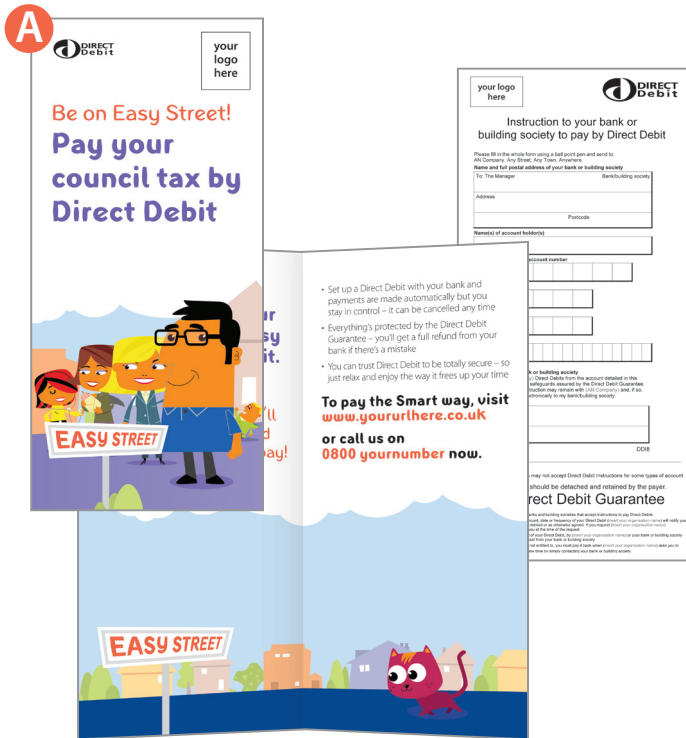
Direct Debit marketing materials

Like every local authority, you are under pressure to save money. So it makes sense to convert your council tax payers to the ease and efficiency of Direct Debit. With many authorities reporting a saving of £10 per customer per year, the advantages are clear. Running a marketing campaign is one of the best ways to drive Direct Debit take up – especially if you team up with Bacs.

Our marketing campaign is infused with our unrivalled experience and insight and available to you as artwork free of charge. The proven messaging has been specifically developed to appeal to 'selectives' – those who are selective in their use of Direct Debit and so are great conversion targets. What's more, the materials feature the fun and accessible-for-all Smarts family. They live on Easy Street, because they know the benefits of Direct Debit inside out. [See the elements and discover how to download the artwork for free, overleaf.](#)

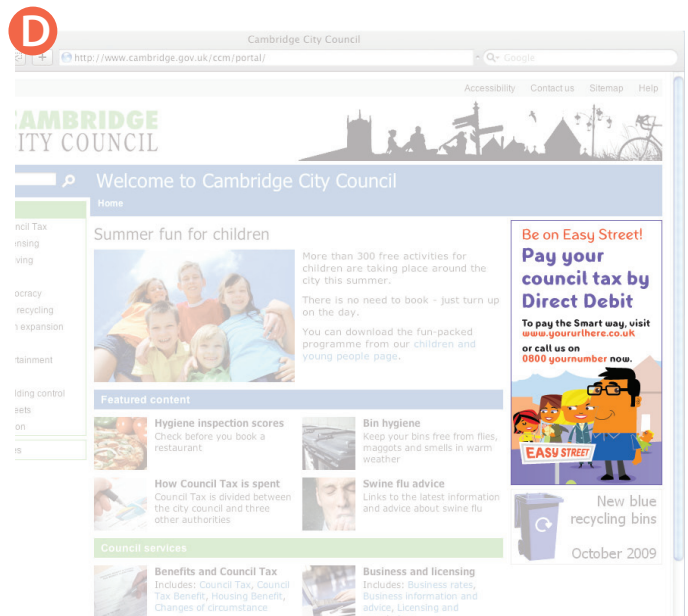
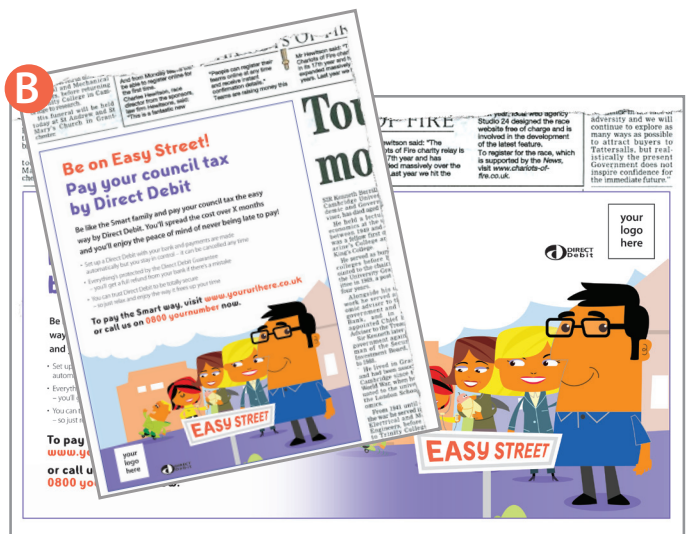


the marketing materials



A Bill Stuffer
1/3 A4 format with accompanying letter
Artwork files available for download with space to include your council logo and DDI information

C Cash office materials
A1 poster, T shirts and balloons
Artwork files available for download
Poster contains space to include your council logo and contact information



B Ads for press or payment booklets
Artwork files available for download with space to include your council logo and contact information

D Web imagery
Artwork files available for download with space to include your council logo and contact information

The artwork range of marketing materials is available to download, personalise and use free of charge. Visit www.bacs.co.uk/localauthority/campaignmaterials. Alternatively, email Dawneth Perry, Market Sector Manager at d.perry@bacs-services.co.uk