



tax doesn't have to be taxing

Client	COI for HMRC
Project	Revenue & Customs online video guides for Business Link website
Audience	People new to business looking for an easy and quick tax guide

Brief

10 online videos to provide the public with an informal introduction to tax matters, plus guidance on where to go for further information.

Creative Solution

The first challenge of this project was to communicate the extensive information into an accessible, jargon-free format.

To deliver the relevant factual information while engaging the audience we chose to use a well-known presenter. We were keen to avoid any degree of stuffiness, so we selected broadcast journalist Dan Snow to bring warmth, familiarity and humanity to the piece. He appears on screen within a clean, stark studio environment and speaks in everyday, no-nonsense language with the aid of minimalist creative captioning and simple props to enhance his key messages.

While accessible and down-to-earth, this studio-based delivery of the information is content-heavy, so we also incorporated the stylistic device of location reports to break up the material and retain audience interest.

Offering contrast, these reports feature real business owners in real locations across the country - a colourful range of people and businesses such as web-designers and stuntmen.

Overall, the biggest challenge of this project was avoiding any potentially legally-damaging statements from the location case study interviewees. Scripting the interviews was out of the question as it was essential to keep them genuine and real. We therefore had to adopt a clever interview technique to obtain problem-free responses from the participants while at the same time ensuring a natural delivery which would reassure the public that taking care of tax responsibilities is a straightforward and manageable task.

How Effective?

The 10 bite-size films were so warmly received by viewers that HM Revenue & Customs launched a fun radio and poster campaign to direct people to the 'lovely tax guides' on the Business Link website.

www.businesslink.gov.uk/taxhelp