



A WORD-right Case Study

Copywriting Helps Drive Sales for Business Car Contracts



Business Car Contracts Ltd is an independent vehicle acquisition and management company based in West Sussex. Formed in 1985, the company gives practical, impartial advice to businesses of all sizes, and has purchased over £60 million worth of vehicles for its clients.

Business Driver

WORD-right's association with Business Car Contracts began in the summer of 2006. Managing Director Tony Read responded to WORD-right after receiving a mail shot. Business Car Contracts has been sending its newsletter, Business Driver, to its clients for around 23 years. The tone of the newsletter is informative, and it reinforces the company's consultative approach. Tony Read says, "It is crucial the quality of our newsletters is professional and reflects our client relationships."

WORD-right's accurate approach

Business Car Contracts has been using copywriters for its newsletters for some 6 or 7 years now. In the beginning, the relationships with some of the earlier copywriters were not altogether successful. The copy was often too sales orientated, and Tony Read frequently had to rewrite a lot of the articles.

Working with WORD-right however, has changed this. Virtually none of the copy is changed, as it accurately reflects the Business Car Contracts style and company ethos.

The newsletter process

The Business Car Contracts newsletter features new vehicle models and updates on legislation for business car users. Tony Read decides on the content, and the briefing information is sent to WORD-right by post, stating the desired length of each article. WORD-right conduct further research and write up the copy according to the brief. When complete, the copy is emailed back to Business Car Contracts for approval, well within the deadline date. Finally the copy is emailed to the printer and the hard copy edition of 'Business Driver' is produced.

"I originally felt the style of WORD-right's writing met our needs and it has continued to do so. The process is straight forward and we are delighted with the result. Our newsletters are working well and WORD-right is doing a good job for us."

Tony Read, Managing Director, Business Car Contracts



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