

The Client: Deloitte

The Brief: White Paper (download [here](#), or direct from Deloitte [here](#))

Create a compelling 6 to 8-page white paper Deloitte can use to engage with energy retailers (target audience).

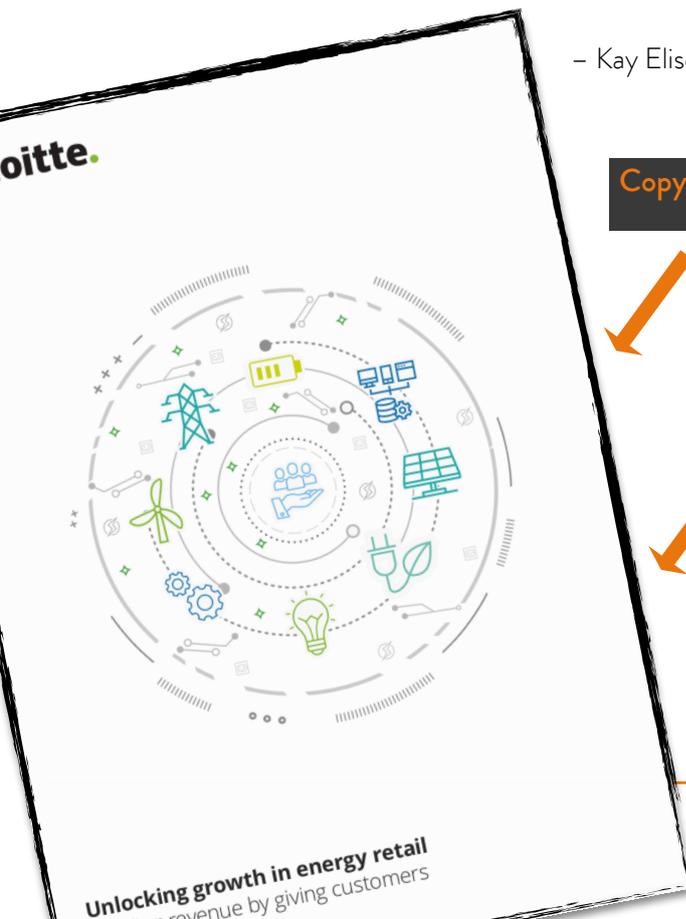
The Strategy:

- Collaborated with client to create a white paper plan/project scope.
 - This set out the frame of reference for the project: the topic, target audience, the business goals, call to action, how Deloitte is going to use the white paper when it's done, a list of subject matter experts to interview and reviewers, key sources of research);
- Identified a compelling angle, central argument, and the key Deloitte perspectives and insights on both the topic and the target audience;
- Undertook primary research (interviewed subject matter experts, drafted a questionnaire for a market research company to gather utility customer views and feedback, analysed other relevant internal and external sources of information);
- Refined the text and incorporated comments within a managed review process;
- Carried out a substantive edit to ensure the structure of each piece worked with links between ideas and to ensure each key “argument” was successfully communicated to the target reader;
- Carried out a copy edit to improve reading ease: reduce wordiness; replace jargon; and replace clichés with more original imagery;
- Proofread the finished pdf to check for typos introduced at the design and layout stage.

The Results:

“My experience working with James is one I'd happily repeat. He was highly professional and very easy to work with. His writing style is clear, confident and human which is exactly what we were looking for. I would recommend James for B2B content development...”

– Kay Eliseev, UK ER&I Marketing Lead, Deloitte



Copy close-up:

“Retail energy utilities in many countries are seeing their traditional markets shrink as new entrants encourage customers to switch with a growing list of enhanced services.

Copy close-up:

“There is considerable appetite among existing retail energy customers for an expanded product and services offering from their utility, according to our survey of 600 customers across Australia, Germany, Spain, UK, India and US.”