

# MOOSE ACCOUNTING

## Client

Practice providing clear, timely advice to creative freelancers, startups and SMEs.

## Work

New website.  
Tone of voice.  
Writing guidelines.  
Social media.  
Content creation.  
Promotions.

## Challenge

To develop a communication style fitting of the 'no briefcases, no neckties' approach – and to implement it across brand touchpoints.

## Process

Spent valuable time with company founders understanding motivation and frustrations before focusing on key points of difference.

## Outcome

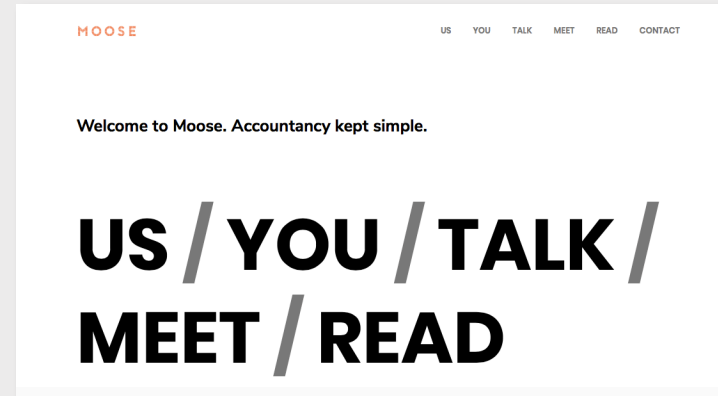
New clients, clearer onboarding, impactful and consistent tone of voice.

## Case study

[richwrites.co.uk/BLOG/moose](http://richwrites.co.uk/BLOG/moose)

## Link

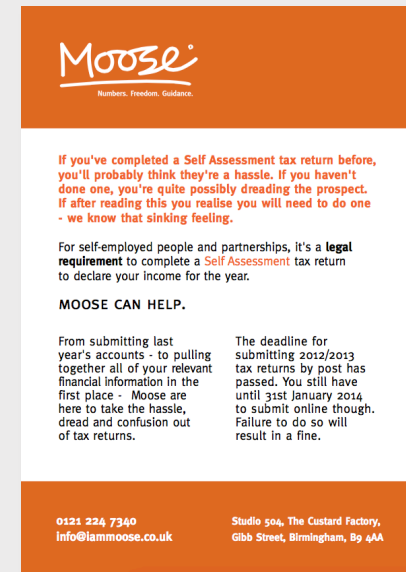
[iammoose.co.uk](http://iammoose.co.uk)



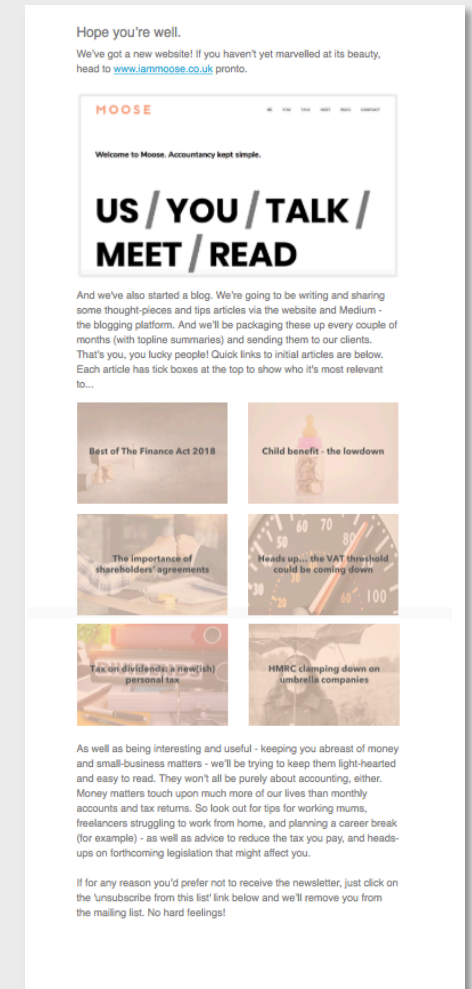
Website homepage



Social media posts



Targeted flyer



Client newsletter

R I C H  
W R I T E S