

# The Scottish Government “Money Talk Team”

Partnership Proposal: how we can work together  
August 2019 – September 2019

**City of Edinburgh Council**

# The Scottish Government “The Money Talk Team” Campaign 2019

## What is the campaign about?

The **Money Talk Team** service aims to help low income families to maximise their household income and avoid paying the ‘poverty premium’. This is where people can end up paying disproportionately more for goods and services due to their circumstances e.g. being on a pre-payment gas meter, debt services or not having access to online-only deals.

Citizens Advice Scotland is delivering this service on behalf of the Scottish Government. Citizens Advice Scotland is offering a free and confidential face-to-face or telephone advice for those seeking financial guidance.



# The Scottish Government “The Money Talk Team” Campaign 2019

Citizens Advice Scotland has been running a financial helpline since November 2018. Despite this already being a popular service, they are looking to raise awareness and further promote the free service to the citizens of Scotland. Union Connect has worked closely with Citizens Advice Scotland, the Scottish Government, Union, amongst other agencies, to bring about new service branding: **Money Talk Team.**



# Campaign messaging

## Key campaign messages

- Every year, there's a staggering **450,000** cases of missed benefits. The **Money Talk Team** can help those struggling financially ensure they get everything they are entitled to, regardless of whether or not they are in work.
- The **Money Talk Team** can also help ensure those with money problems reduce their outgoings on household bills for things like Council Tax, internet and energy.
- In the last 8 months, the **Money Talk Team** has helped **2,580** people in their local area, saving the average household an astounding **£1,800**.
- Individuals can chat to the **Money Talk Team** for one-to-one confidential advice about everything they or their family might be entitled to.
- The **Money Talk Team** can help more people save money and gain all benefits they are entitled to. The campaign encourages **anyone** who may know someone who could benefit, to call the **Money Talk Team** for confidential one-to-one advice.

# How can you get involved?



By raising awareness of the Money Talk Team campaign, you will be guiding those with money worries towards a brighter and more secure financial future.

Help us spread the word of this supportive service by sharing our informative Money Talk Team collateral with your customers and stakeholders.

**Bespoke items:** we could look at providing bespoke items depending on your audience's preferences. These can include dual branded items and additional materials.

**Physical assets:** branded A4 posters, **A5 flyers**, **A4 desk banners**, table talker, **business cards** and trolley coins.

**Digital assets:** campaign logo, web-badges, bespoke footers or social media assets, and more.

All collateral will be provided free of charge.

# Sample collateral

We've included the table talker and trolley coin designs below to give you a taste of the campaign collateral look and feel.

Across the collateral there will be clear information on what the **Money Talk Team** service can provide and direction to the **Money Talk Team** helpline and website.

## Table talker design

The table talker design is a large rectangular graphic divided into three vertical sections. The left section features a teal sofa with four gold coins on it and a teddy bear on the floor. Text includes: 'FREE confidential advice', 'BRING HOME YOUR MISSING MONEY CALL THE MONEY TALK TEAM', and 'Call 0800 085 7145 Search 'Money Talk Team''. The middle section has a white background with a teal speech bubble saying 'FREE personalised service', two white rounded rectangles with teal text: 'Overpaying on bills and council tax?' and 'Missing benefits?', and a teal footer with 'Call 0800 085 7145 Search 'Money Talk Team''. The right section has a light blue background with three teal speech bubbles containing testimonials and photos of people, and a teal footer with 'Call 0800 085 7145 Search 'Money Talk Team'' and 'Scottish Charity No. SC016637'. Logos for Scottish Government, Parent Club, and Citizens Advice Scotland are at the top.

## Trolley coin design





# Sample collateral

## A4 poster design



# Benefits of partnership

**By joining us as a Money Talk Team campaign partner, you will:**

- Help increase awareness of the free, confidential and personalised advice service which offers guidance to those who are struggling financially.
- Provide a positive change to people's lives, helping those living week by week work towards a brighter financial future.
- Help reduce inequalities across Scotland.
- Further bolster your Corporate Social Responsibility commitments, or local community engagement activity.
- Demonstrate your commitment to the Scottish Government's influential Strategic Objectives framework.





# Timings and next steps

- We would be delighted to have you onboard for the campaign and can flex the collateral to meet the channels and opportunities you have available. We would be open to producing bespoke collateral if there is anything in particular you would like to offer or share as part of this campaign.
- In terms of timings, the main phase of the campaign will launch on Monday 12th August 2019, running throughout September 2019. We appreciate that you may be supporting a number of different initiatives during this time, so we can be flexible to timings and durations that suit you.
- We're more than happy to talk through this campaign and collateral distribution with you in more detail either over the phone or in person.



## Contact details

Thank you so much for taking the time to read this Partnership Proposal. Based on the suggestions we have provided, it would be great if you could consider the Scottish-only communication channels, touch points and opportunities you have available during 2019 to support this campaign.

For further information or to discuss your involvement in more detail please don't hesitate to get in touch with us using the contact details below:

Ali Liddy, Account Director, Union Connect

[Ali.Liddy@union.co.uk](mailto:Ali.Liddy@union.co.uk)

0131 625 6000

Georgia Waters, Junior Account Manager, Union Connect

[Georgia.Waters@union.co.uk](mailto:Georgia.Waters@union.co.uk)

0131 625 6000

Thank you.