



# Marketing, Messaging, PR, Insights & National Outreach Support

## BACKGROUND

The Vulnerability Registration Service (VRS) is the UK's only independent, central register that helps organisations identify and support individuals facing vulnerability. The VRS needed cohesive national communications that articulated its purpose, protections, data-ethics model and value for utilities, financial services, housing providers and public sector organisations.

### CHALLENGE

The VRS required messaging and marketing that could:

-  clearly describe how registration works and how organisations should interact with VRS data,
-  protect trust among vulnerable individuals and professionals,
-  support national partnerships across utilities, financial services and housing,
-  and articulate the benefits of using the VRS for fair treatment, safeguarding and responsible customer management.

Because VRS deals with sensitive and complex topics, every communication needed to be simple, accessible and built on a foundation of independence and privacy.

## OUR APPROACH

CharityCom supported the VRS through a full suite of strategic and creative services:

### MARKETING & MESSAGING FRAMEWORK

- Developed a clear narrative explaining the role of the VRS, how individuals can register, and how organisations should use VRS data responsibly.
- Produced messaging for utilities, creditors, housing providers, water companies and financial services to support early-help interventions.
- Ensured all content emphasised independence, neutrality and consumer protection.

## RECRUITMENT AND OUTREACH

- Created materials that encourage vulnerable individuals—or those acting on their behalf—to register safely and confidently.
- Developed B2B outreach documents for national organisations seeking to integrate VRS into their support frameworks.

## PR, INSIGHTS AND DATA COMMUNICATIONS



Supported development of insights papers highlighting trends in consumer vulnerability, financial difficulty, digital disengagement, risk markers and early-warning indicators.



Produced narratives suitable for media, sector press, regulators and corporate partners.



## EVENT & DESIGN DELIVERY

- Designed event stands, banners, explainer documents and informational booklets.
- Supported senior leadership presentations through clear visual storytelling.



## OUTCOME

The VRS now has a unified communications structure that reinforces its independence, improves public understanding and strengthens partner engagement across utilities, financial services and housing.

CharityCom's work positioned the VRS as a trusted national resource for early identification and fair treatment of vulnerable customers—supporting safer interactions, better outcomes and stronger compliance across sectors.



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