



Credentials

Your voice
Your VOX

The logo for VOX, consisting of the word 'VOX' in a bold, white, sans-serif font, enclosed within a white square.



Hello

Vox is a high-achieving, award-winning agency that delivers clever PR and marketing for regional and national organisations.

Your voice
Your VOX





Step 1

There is no other organisation quite like yours. Vox gets under your skin to discover what you and your customers want and need.



Step 2

Vox agrees your goals then creates powerful public relations and marketing campaigns to build and develop your profile.



Step 3

Vox combines extensive experience with creative flair to deliver integrated, strategic programmes - on time, and within budget.



Briefly, Vox is

- > a full-service PR and marketing agency
- > independently owned
- > an award-winner
- > brimming with energy, creative ideas and enthusiasm
- > underpinned by experienced, savvy consultants with plenty of common sense
- > proactive, thought-provoking, practical
- > results-focused and accountable



Senior Team



Julie Margerum

Co-founder
and MD

Experience

WHSmith, Raychem,
University for Swindon
and Wiltshire Project,
Heartsound Cardiac
Centre. With Vox for
eight years.



Sue Pycroft

Co-founder and Director
of Media Services

Experience

BA, Irish Tourist Board,
American Express Travel,
Newsquest, National
Magazines, University of
Bath. With Vox for eight
years.



Karen Moffat

Senior Account
Manager

Experience

Yellow Pages, Calortex
(now nPower),
Paper Federation. With
Vox for seven years.





Sectors

Our sector experience includes

Legal

Transport

Residential Property

Health

Charities

Education & Training

Leisure/destination marketing

B2B Professional Services

Retail/town centre management



Clients

Andrews Martin
Connect
David Lloyd Leisure
Fred Salter's Eco-homes
Great Western Hospital
Heartsound Cardiac Centre
ICIA
inSwindon
Jones Lang LaSalle
Lemon & Co
Leszan
McArthurGlen
Morris Owen
National Autistic Society
Outsource

PDS
Places for People
Prior Park School
Prospect Hospice
Science Museum
South Wiltshire PCT
Sevenfields Dental Practice
STEAM
Strakers
Swindon Home Finders
Swindon PCT
Thamesdown Transport
Thring Townsend Lee & Pembertons
University of Bath
V Cars





What we do

Brand development
 Market research
Corporate communications
 Community engagement
 Consultancy advice
 Media training
 Photography
 Websites
 PR
 Content creation
 Internal communications
 New media
 Creative services
 Digital PR
 Direct mail
Awards entries
 CSR
 Communications audits
 Podcasts
 Copywriting
 Social media
 Presentation generation
 Design
 Corporate literature
Marketing
 Viral marketing
 Brand audits
 Videos
 Media monitoring
 Social content creation
 Event management
 Advertising
Crisis management
 Engagement
 PR advice
 Graphic design
 Public affairs
 Event planning





The Challenge

Law firm Thring Townsend Lee & Pemberton called in external help when representing a client at the European Court of Human Rights.

The Vox Solution

Vox masterminded an international press conference, attracting media attention across Europe, ensuring all parties were briefed and that journalists had controlled access to lawyers.

The Results

Coverage on BBC's Today, Working Lunch, all national news broadcasts, newspapers and legal journals across Europe. The firm, with offices in London, Wiltshire, Bath and Bristol, received the highest amount of media coverage in its history.





The Challenge

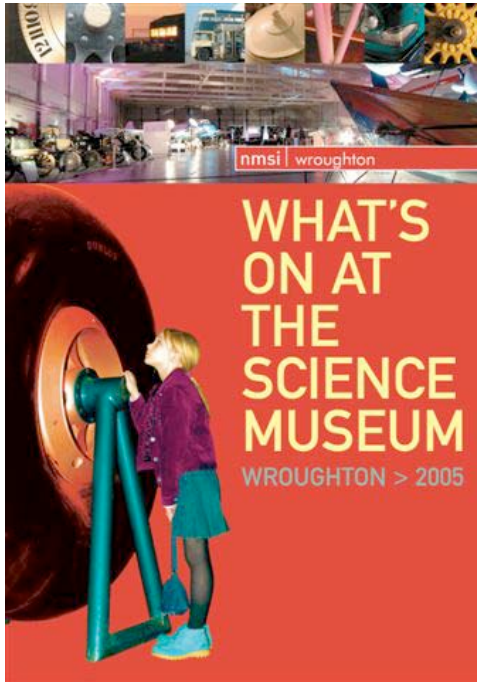
Private car company V Cars wanted a media splash when it expanded from Wiltshire into Bath.

The Vox Solution

Vox learned V Cars had appointed one Dave Scaramanga to head up a new office. We discovered that Mr Scaramanga's grandfather and James Bond author Ian Fleming had been mortal enemies at school – which is why 007's nemesis was named Scaramanga. So we told the media...

The Results

TV crews, national media and Bond fans went wild, and the story was covered world-wide.



The Challenge

NMSI Wroughton, home to The Science Museum's large objects collection, needed more visitors to demonstrate a case for funding for expansion.

The Vox Solution

Vox produced an award-winning brochure dubbed The Red Book and selected the four key events that were particularly photogenic or quirky, and offered media interviews, preview images, background notes and FAQs.

The Results

Visitors rose from 10,187 in 2004/05 to 24,261 in 2005/06 and Opportunities To See (OTS) were 19.11m. Vox's success led to the PR industry's PRIDE awards in the Best Use of Media Relations category.

VOX



V



The Challenge

Prospect Hospice needed to raise £250k to launch a new service for patients to be given end-of-life care in their own homes.

The Vox Solution

Vox devised and ran a media campaign for Prospect@Home, with a series of features, fund-raising initiatives, case histories and interviews to keep the campaign profile high over a period of 18 months.

The Results

The appeal hit £250,000 two months ahead of schedule, and the service is now in place. Vox's campaign was recognised in the Not for Profit category of the PR industry's PRIDE awards.

VOX



The Challenge

Jones Lang LaSalle wanted an event in The Parade, an outside shopping mall in Swindon, to celebrate the town's young people and showcase some of their achievements.

The Vox Solution

Vox challenged students to design an outfit made solely from goods sourced from The Parade, and convert their models' little black dresses into their original designs live on stage at The Parade within 15 minutes.

The Results

Hundreds stopped to watch the fantastic spectacle including the nail-biting judging. The short-listing and event itself were covered extensively by local and regional print, broadcast and web-based media.





Don't just take our word for it

“Working with Vox PR enabled us to get our message out to a wide audience, efficiently and effectively”.

**Tracey Sands, National
Autistic Society**

“Vox are hugely competent, impressively proactive, brilliantly savvy ... I would recommend them to anyone who wants a really sharp PR outfit.”

**Jeremy Smith, Oxford
Mail and Times**

Your careful planning, organisation and handling of the whole case were exemplary.

Thank you again.”

**Lizzie Heffer,
Thring Townsend
Lee & Pembertons**

“One of the best agencies I have had the privilege of working with.”

Ellen Lewis, Jones Lang Lasalle





Want to know more?



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Vox



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