



fox graphics design & marketing

An Interview with Kate Fox, **Fox Graphics Design & Marketing** Owner & Creative Director: 'We Fully Project Manage Our Clients' Design & Marketing Activity'



Kate Fox, Owner & Creative Director

"Design adds value & we're here to help businesses improve & strengthen their market communication & message."

"We Listen, we understand, we interpret, we listen again, we innovate & we deliver!"

Graphic design has a ubiquitous presence. If you look around, you could easily spot an exciting design beaming at you, be it a beverage can on your desk or a book on the coffee table, or perhaps, a billboard across the street. However, its online presence is far more prominent, as most of the websites today are being conceived on a thoughtful design, and some can even leave us fascinated.

In light of the above-mentioned scenario, we're thrilled to present **Fox Graphics Design & Marketing**.

The company works with businesses to improve their market image, involving branding, websites, direct marketing, exhibitions, supporting marketing material designed to build and bolster brands. Digital e-literature; e-branding; social media; animation/video digital messages & photography.

Follow the Fox 'Going Global' and 'Our Services' all only 60 seconds.

Fox Graphics was incorporated in 2008 and it's headquartered are in Cheshire, UK.

Kate Fox, Fox Graphics Design & Marketing Owner/Creative Director, spoke to The Silicon Review. Below is an excerpt.

"We listen, we listen, & listen some more, then understand the clients' needs, taking the time to gain an insight & develop strategic design solutions to help businesses grow and thrive."

Look out for ground breaking design leading new animations on social media and new website coming soon...Follow the Fox. Fox Graphics have created their new branding incorporating a logo that evolves into a fox made out of letter/typography that runs and leaps similar to jumping into a snow hole into the descriptions of what the business does then following on to testimonials leading into branding and call to action with animated social media icons including Twitters bird flying in. they have now evolved 2 further adventurers with

Why was the company set up? And how did you expand your company and its offerings over the years?

I started the company from nothing whilst at University, although I had several paid small commissions which enabled me to start building up my portfolio. I had a business background, hence I was able to have meetings and talk to business people; my first

large commission which developed and stayed with me for over 10 years – was from Topspeed Couriers Ltd. I did all their work and asked for them to hold back on the pay cheque until I launched so when I actually started Fox Graphics their cheque was placed in the bank as my cash flow, they were happy with that arrangement also.

One piece of advice I was given very early on was to ‘plough my own furrow’ and to ‘find my own clients and do not rely on Agencies’. So I have slowly built and adapted a powerful portfolio and varied experience in many sectors. As I did not work for a large agency no one told me I could not do things or work in certain sectors; therefore, every commission has been a learning curve and has kept me fresh and interested; not stuck in a stale design vacuum.

Eventually, the company expanded and evolved in different ways with staff and with associates, and now with trusted quality partners. The key balance is innovation, quality and consistent personal service.

What challenges did you face in your initial years?

Within the first six months, the worldwide recession began and with

Kate Fox: A Brief Background

Kate Fox, Owner, is the **Creative Director** of Fox Graphics Design & Marketing. She has 25 years business experience Nationally and Internationally. Always a creative, retrained in Design at 40 with young family and then started her own business. Has Senior Operational Hotel Management background/Recruitment/Training previously. Grew up exposed to influences in Art & Design in Paris, Geneva, London, Manchester, Europe and Cheshire...and life.

Ms. Fox earned BA (Hons) in Graphic Design from the Manchester Metropolitan University -1st Class.

businesses spending less on marketing and branding, it was always going to be difficult to gain new commissions. But Fox Graphics was able to gain work and maintain a steady turnover until the end of the recession whereupon business improved at a comfortable level.

Fostering a culture of feedback is crucial to the success of every organization. How is this true with your company?

We always welcome feedback from our clients and have commissioned case studies so that we can learn and grow to ensure our future clients get the best service.

Testimonials:

Stephen Clegg, Topspeed Couriers Managing Director

“Our new branding has brought new presence and confidence to the business. We look like a high worth enterprise – and we are. From stationery, uniforms and exhibition stands to presentation materials, ID cards and fleet livery – including Topspeed’s Formula 3 race car – Fox Graphics has brought the new branding to life in diverse formats.”

“We get a lot more from Fox Graphics than just design; we get knowledge, added value and tangible business input.”

We actually continued to work with Topspeed for over 11 years and the branding and Manual with is now called Compliance wins all their Government contacts and business and is over 90 pages and is part of their training and personnel induction programmes etc.

Jeffrey Muff, Castle Chemicals Ltd, Co-founder/Director

“The single most effective piece of work was our new display stand and supporting materials that Fox Graphics conceived for our first exhibition in SE Asia in 2016. We had a fresh and exciting presence. Other exhibitors were

coming up to us and paid compliments.”

“Our business wouldn’t be as successful as it is today without Fox Graphics. Kate is always conscious of budget and costs; very economical with what she quotes us. Indeed, she’s one of the Castle Chemicals family.”

“The ideas, creativity and expertise of the team at Fox Graphics have been instrumental in helping a thriving chemicals distribution firm grow its turnover to £25m.”

What are the factors that make your company stand out from the competition?

We Listen, we understand, we interpret, we innovate & we deliver!
We do not use current trends to meet our clients’ needs; trends come and go, sometimes month to month but everything that we do is unique and will outlast them. In fact, some of our designs created five to six years ago are now being used by other agencies – that makes us a leader, not a follower. At the end of the day, we ensure that our clients stay ahead of the game.

Where do you see your company a couple of years from now?

We are continuing to stretch out to the USA and Global business community to develop in the next 10 years. We plan to develop business with adventurous decision makers that are driven to succeed in their fields. The next decade will also see us expand Internationally, growing our global reach to ensure that we continue to provide our award-winning services for many more years.

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