

Add Juice

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Inspired Solutions.....

A family holiday spurred Jon Eastwood into relocating his family and branding business to East Cornwall.

The business is going from strength to strength, benefiting from the creative community and support available.

Overview

The initial idea to relocate to Cornwall came six years ago after Jon Eastwood brought his young family down for a holiday and fell in love with the county. But at that time he felt it was just not feasible to run his business from Cornwall. However, in recent years, largely due to improved IT and transport connections the business infrastructure has changed significantly, which has resulted in a cluster of new creative businesses. In light of this shift in the market place, Jon decided the time was right to make the move to Cornwall a reality. Jon had a successful career before setting up Add Juice three years ago.

Add Juice quickly established itself in London as a fast growing advertising and marketing agency picking up large and small clients from across the UK. After several years of planning and two new additions to the family, Jon finally took the plunge and in 2007 relocated his life and company to Launceston, East Cornwall.

Through a range of activities including: brand development, web design and management: both traditional and online marketing, Add Juice works to ensure that clients maximise the full value of their brands in an increasingly competitive market. They do this in a variety of ways, from one off projects through to on going relationships where the company manages the full range of brand collateral for a growing business.

A recent one off project involved designing and implementing a new web based CMS system - driven by open source software for The Old Rectory holiday apartments and cottages in Jacobstow, Cornwall.

Workforce

Add Juice currently employs three full time members of staff but has rapid growth ambitions, including plans to grow to five by the end of the summer and six by the end of the year.

Support

Jon met with the Cornwall Pure Business team and was introduced to the range of business support opportunities in Cornwall. He plans to utilise the Unlocking Cornish Potential scheme to attract further skilled staff to the business in addition to making contact with actnow, the county's broadband project, to claim the broadband rebate and register for the Accelerator scheme.



This gave them a much more efficient content management system enabling them to monitor on-line bookings and the diary more effectively.

A retained client includes, Delphic, the HIV diagnostic specialists, where Add Juice has produced a full range of brand collateral including brand strategy, creation of its logo, marketing literature as well as carried out its web design.

When asked about whether or not he had any regrets about the move, Jon emphatically responds: "None at all! Moving to Cornwall was the best decision we could have made, not least in terms of the environment which inspires a far greater creativity than in London." "It's not just a more creative environment that Add Juice has benefited from, other more unexpected advantages have been in terms of recruitment, as Jon states: "I was amazed at the quality of staff that the business has attracted being in Cornwall, who I believe are far more creative, motivated and better qualified than I could have attracted in London."

But it's not just the environment and a more creative pool of personnel that's key to Jon. Being in Cornwall has significantly reduced his carbon footprint a factor important both to him and to his clients who increasingly seek environmental credentials from their design and marketing agency. Jon says, "My daily commute has been drastically reduced and we now recycle all of our paper waste." This has spilled over into family life where they also recycle all of their garden waste.

Clients

Since moving to Cornwall, Add Juice has retained their national clients such as:

- Delphic (HIV diagnostics specialists)
- Berkeley Homes
- Goldcrest Homes

Whilst also developing new relationships with local companies such as The Old Rectory, Jacobstow; Sunbeams Nursery, North Petherwin; and Contico, St. Austell.