

Pixelwork

EssexWorks.

case study



creative industries sector

INVEST Essex case studies highlighting Essex companies who are leaders in their fields

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Lucy Harris, Client Services

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Essex County Council

Pixelwork

guiding clients through the digital world

Pixelwork is a leading interactive and full-service digital communications agency specialising in branding, web design and development, 3D animation and motion graphics. It concentrates on work in Essex and the East of England, with large and small clients in the private and public sector.

The agency has a deep understanding of new media, with more than 10 years' experience developing and designing for all sorts of digital campaigns including online advertising, email marketing, websites, mobile marketing, social networking media such as twitter, facebook and myspace and campaigns adapted for iPhones and games consoles. It recognises that the range of technologies and campaigns is wide and fragmented and helps clients to embrace a digital strategy that is right for their business.

Pixelwork is based within the Thames Gateway, the UK's largest regeneration programme, stretching for 40 miles along the Thames Estuary from the London Docklands to Southend in Essex and to Sheerness in Kent. "We moved into Thames Gateway about seven years ago," says Lucy Harris who is responsible for client services at Pixelwork. "The regeneration team were very supportive, giving us business advice and identifying other potential clients within the development area. Locating here has proved a real bonus from a business perspective. This is a massive regeneration project and that means there are many new companies coming into the area."

As an Essex company, Pixelwork goes way beyond its basic digital marketing services, providing a depth of local knowledge and a commitment to sustainable, community-focused marketing that helps companies, particularly those who are new to Essex, take better advantage of the county's business infrastructure. Pixelwork's understanding of the local market is an important resource for its clients and demonstrates the benefits of the Essex business infrastructure.

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As part of its consultative approach, the agency encourages clients to identify their green credentials and look at strategies for sustainable communications. This is in line with the Thames Gateway team's aim of establishing the area as an eco-region, ensuring that development is in keeping with government ambitions for carbon reduction and sustainable regeneration.

Pixelwork also recognises the importance of community involvement for business and has set up Agency East whose core role is to identify and establish community-led projects and initiatives. Lucy Harris explains,

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Location in Essex has made an important contribution to the development of Pixelwork. It has given significant new business opportunities as well as an environment that enables small businesses like Pixelwork to establish and get the support they need to become the successful companies of tomorrow.



INVEST Essex provides confidential advice and practical support to companies wanting to establish a presence or expand in the UK. We promote Essex as an outstanding business destination and help existing and potential investors make the most of our strategic location, thriving business environment, and quality of life.

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