

# VOCAL"

Portfolio



# Santa Academy

## The Company

Santa Academy, created by Jill Hudson, allows children to enrol into Elf Ed, Reindeer Recruit or Fairy Fellow, and help Santa save Christmas. It brings all forms of media, reading and learning into one magical world, where children can follow the characters, Santa's elves, reindeer and fairies, read stories, enter polls, apply for jobs and even pitch exciting new toys to Santa.

## The Brief

Coming out of the first lockdown in 2020, creator Jill decided that she no longer wanted to wait to publish her novel, Santa Academy, and with the downturn in children's education, due to the COVID pandemic, Jill wanted to create fun content that kids actually wanted to read, and for it to reach the minds of youngsters around the world. With this in mind, Jill decided that within only three short months, she would design and develop a mobile app for kids, advent style, in the run up to Christmas, and Vocal were on hand to help.

**[Santa Academy Website](#)**



## The Solution

Working with Jill, the team at Vocal developed the technical specification for what would be its debut App, Santa Academy 2020. Luckily, Vocal had already designed the brand and guidelines, for not only Santa Academy, but it's entire fantasy world. Shops, emergency services, products – you name it, it had a brand. In total, we created 40+ brands for this fictional world. To make the app and the world believable, we illustrated 70+ characters and even designed packaging for a fictional indigestion medicine, Rumbels.

With only three months to create an App across iOS and Android, design and development had to run in parallel, Managing designers in the UK and developers in India, we worked around the clock to pull it together in time for the 1st of December launch. Did we mention we auditioned for all 70+ characters? Yes, we had to find suitable voices to voice ALL Santa Academy characters during this time.





## The Results

The results were amazing, we received **14,500 pre-orders of the App before launch.**

We secured...

**24,000**  
Facebook

**1,200**  
Instagram

**2,000**  
Twitter

followers.

Everyone was talking about Santa Academy.  
Our reviews say it all and we can't wait for 2022.

## The Delivery Team

- Jill Hudson - Founder
- John Hudson - CEO
- Ross Palmer - Freelance Designer
- Kathryn Johansen - Head of Creative
- Charlotte Jarvis - Digital Communications Manager
- Megan Snowball - Graphic Designer
- Kathryn Wright - Copywriter
- Millie Newbold - Copywriter

## Budget

A total budget to date is £200,000, with a further £80,000 assigned for the remainder of the year.



"As a Grandmother, I like the fact that there are no ads or in-app purchases which my Grandson would be exposed to."

"Love it! Opened the first door today with my niece and she was so excited."

"Unbelievable. Cannot wait to show and enjoy with my two Grandsons."

"Wonderfully imaginative and great for younger children and the young at heart."





## Outputs

- Brand & brand guidelines
- Mobile app development – iOS & android
- Illustration, video content & animation
- Marketing strategy, digital marketing, social media management & design
- Management of website design & development
- Promotional merchandise & pitch deck.



# Hudson Outsourcing

## The Company

Hudson Outsourcing is a global family of innovators on a mission to help businesses grow. With 60+ years of bidding experience, Hudson has secured billions for clients around the world. Their services include tender portals, bid writing services, procurement consultancy, creative and design services, online learning and research and development.

## The Brief

As Hudson Outsourcing is constantly innovating, the site needed to be updated to reflect the innovative products and services the Company had launched.

The Hudson Outsourcing Team specified that the website needed to feel sleek and modern, whilst standing out from their competitors.

Not only did Hudson Outsourcing require a new website, but they were also partially rebranding and changing their name. The new website had to reflect the Company's new identity.

The website also had to overcome challenges such as confusion from users who landed on the website.

### Hudson Outsourcing Website

HUDSON™  
OUTSOURCING



## The Solution

To understand their requirements, the Vocal Team conducted a kick-off meeting. Then, update meetings were held throughout the project to make sure the team were moving the project forward at the right pace. These meetings also helped the team to overcome any obstacles and brainstorm solutions.

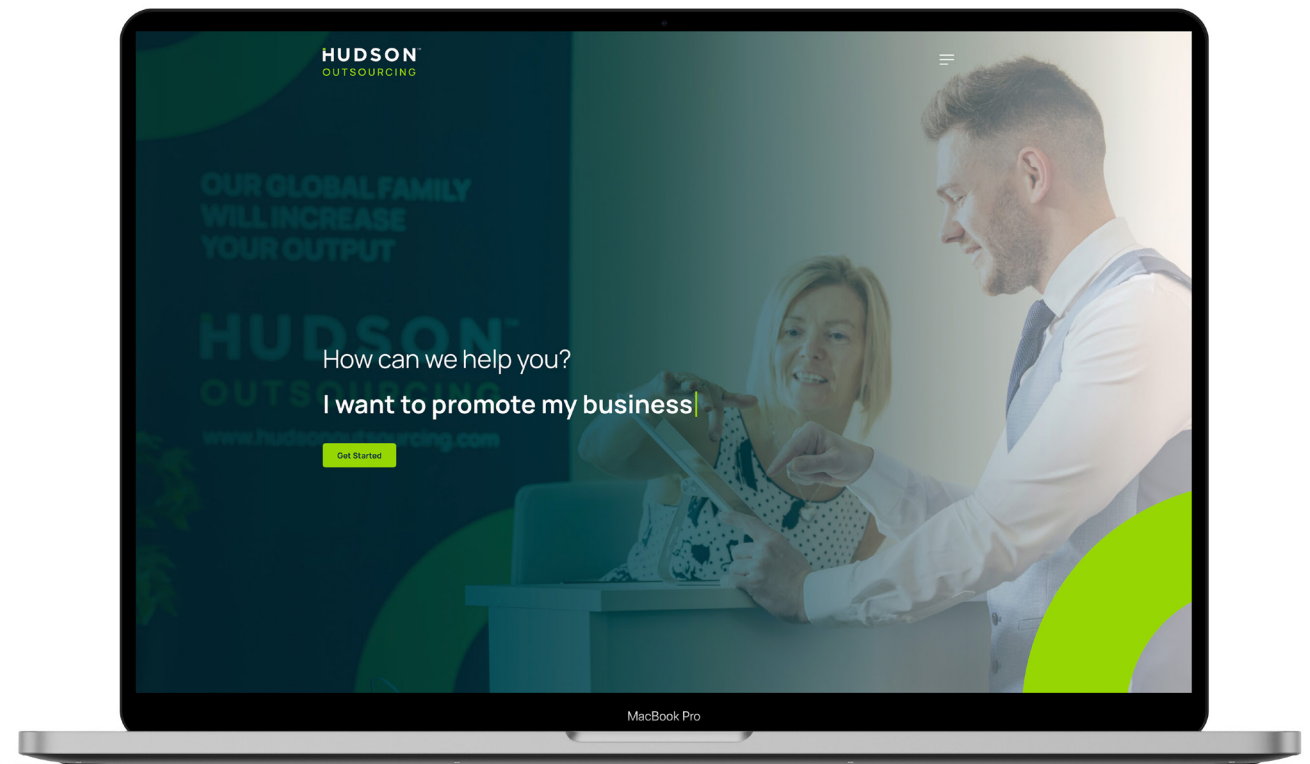
We created a dynamic website that allows Hudson Outsourcing to grow and add to the site as they launch new products and services.

Our team created the wireframe with the goal of turning the website into a central hub for the Company's six divisions.

To combat user confusion, we developed an interactive quiz on the homepage to help match users with the right division for them.

To further convey the message of the brand, the Vocal Team conceptualised, storyboarded, scripted and created three explainer videos for the website as well as a launch video to promote the rebrand.

Hudson Outsourcing didn't have a definitive SEO strategy on their previous website. Our Vocal Team implemented a robust SEO strategy to help their site be found.





## The Results

At the end of the project, the Hudson Outsourcing Team expressed that they were thrilled with the results and how the design aligns with their new, innovative solutions.

**After just five months, the website had 67% of the keywords ranking on SERPs.**

## The Delivery Team

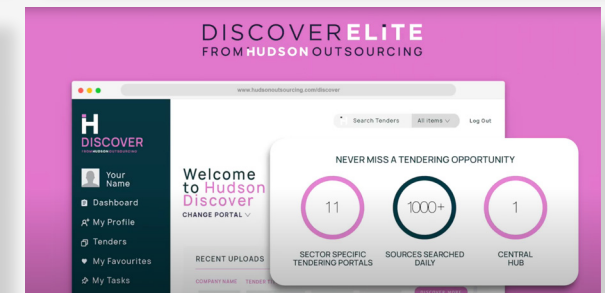
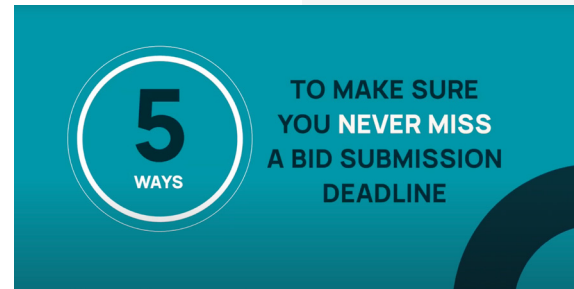
- Jill Hudson - Founder
- John Hudson - CEO
- Charlotte Jarvis - Digital Communications Manager
- Kathryn Johansen - Head of Creative
- Ross Palmer - Freelance Designer
- Megan Snowball - Graphic Designer

## Budget

A monthly Budget of £20,000 is assigned to this project.

## Outputs

- Brand & brand guidelines
- Digital marketing strategy & delivery
- SEO blog writing
- Website design and development management
- Promotional video content
- Motion graphics video content
- Website content creation



# Tender VLE

## The Company

Tender VLE, powered by Alpha Enterprise, is the UK's first online learning resource for all things tendering. Tender VLE brings different levels of masterclasses to those who are at different stages of their tendering journey. It even supports with developing CPD credits and supports flexible and self-paced learning.

## The Brief

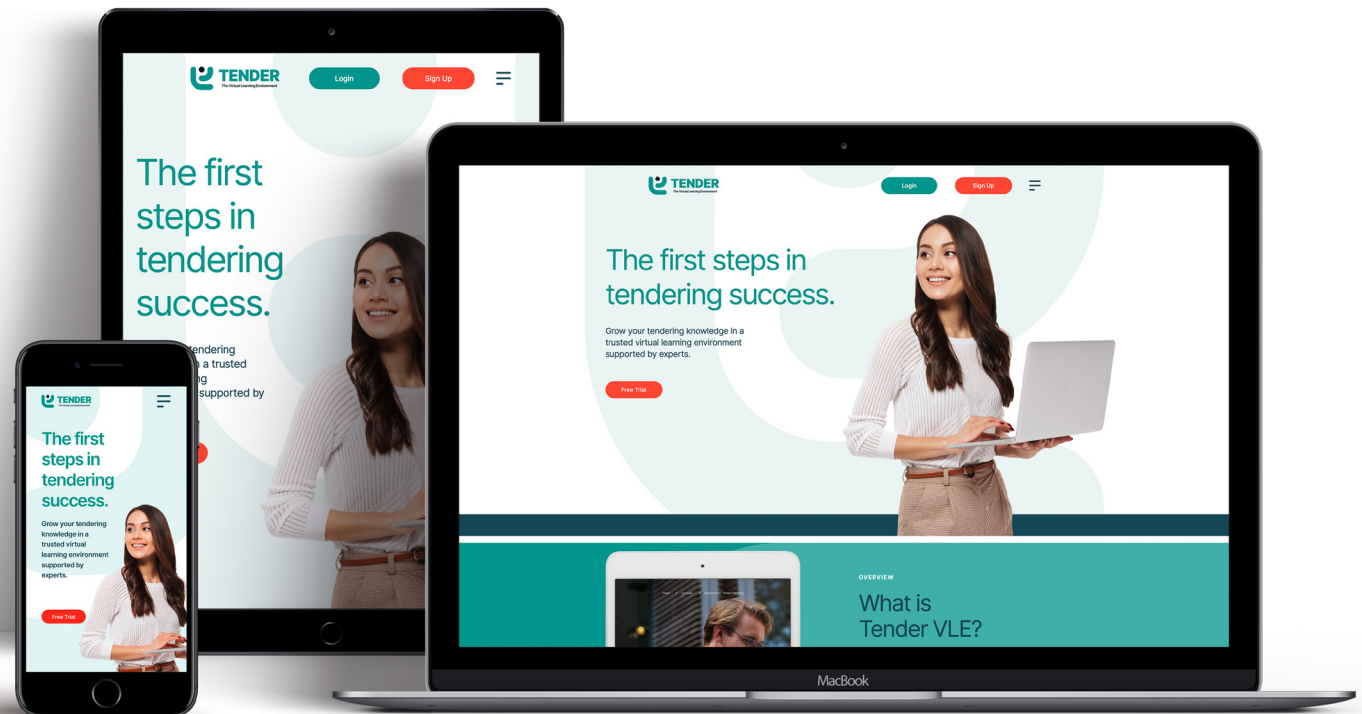
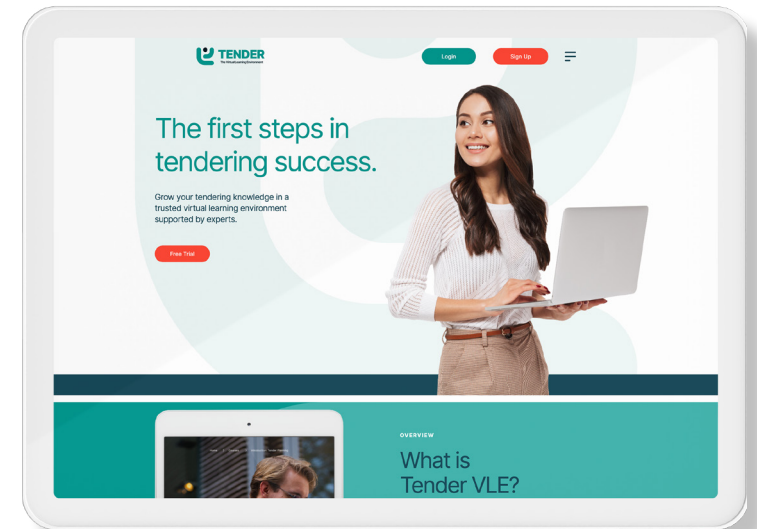
The brief was to develop an online learning environment for those who wanted to learn to how to write tenders for the UK government. The system had to be robust, allow for accredited training, online mentoring and the completion of online tasks. The name Tender VLE had to remain, but the system needed to be able to adapt for a future product, Procure VLE, where the technical specification was still in development.

## TenderVLE Website



## The Solution

We started this project with a full research exercise and built and managed a basic MVP, allowing users to view and feedback on Tender Masterclasses on topics that were searched intensely on Google. From this, we could use user insight into what we needed to build for it to be customer ready – for both the end user and the businesses investing in their team's development. Following this, we re-branded the offering, keeping the name Tender VLE and managed the development of a robust set of brand guidelines. Once a full analysis of the user feedback had taken place, our Project Manager, Kathryn, developed a technical specification for both a free version of Tender VLE and a paid for, accredited version, our design and development contacts were contracted to commence the project, working in parallel to ensure deadlines were met. The entire process, end to end, was managed by Jill and Kathryn, and all marketing managed by Charlotte and her team of digital marketers. TenderVLE is still in development and will launch 2022.





## The Delivery Team

- Jill Hudson - Founder
- John Hudson - CEO
- Kathryn Johansen - Head of Creative
- Charlotte Jarvis - Digital Communications Manager
- Megan Snowball - Graphic Designer
- Ross Palmer - Freelance Designer

## Budget

A budget of £50,000 has been assigned to this project and is still ongoing.

## Outputs

- Brand & brand guidelines management
- Video masterclasses
- Product development management (front and back end)
- Website development management (front and backend)
- Social media management
- SEO blog writing & digital marketing strategy and delivery
- Training workbooks design
- Pitch deck, including pitch videos.

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[www.tendervle.co.uk](http://www.tendervle.co.uk)



# Healthcare Tenders

## The Company

Healthcare Tenders sources tenders on a daily basis from hundreds of buyers, across the UK. Their goal is to save clients both time and money, manually searching for new business opportunities. Their clients receive daily alerts when tenders are released for services in their sector as well as 24hr access to the Healthcare Tenders portal.

## The Brief

Healthcare Tenders spotted a gap in the market for a tendering platform, focused on the healthcare industry. Amidst the pandemic in 2020, the need for a system such as this intensified. The clients required an online portal to house the tenders, a website to attract potential clients and a digital advertising strategy to promote the product.

### Healthcare Tenders Website

HEALTHCARE  
TENDERS™

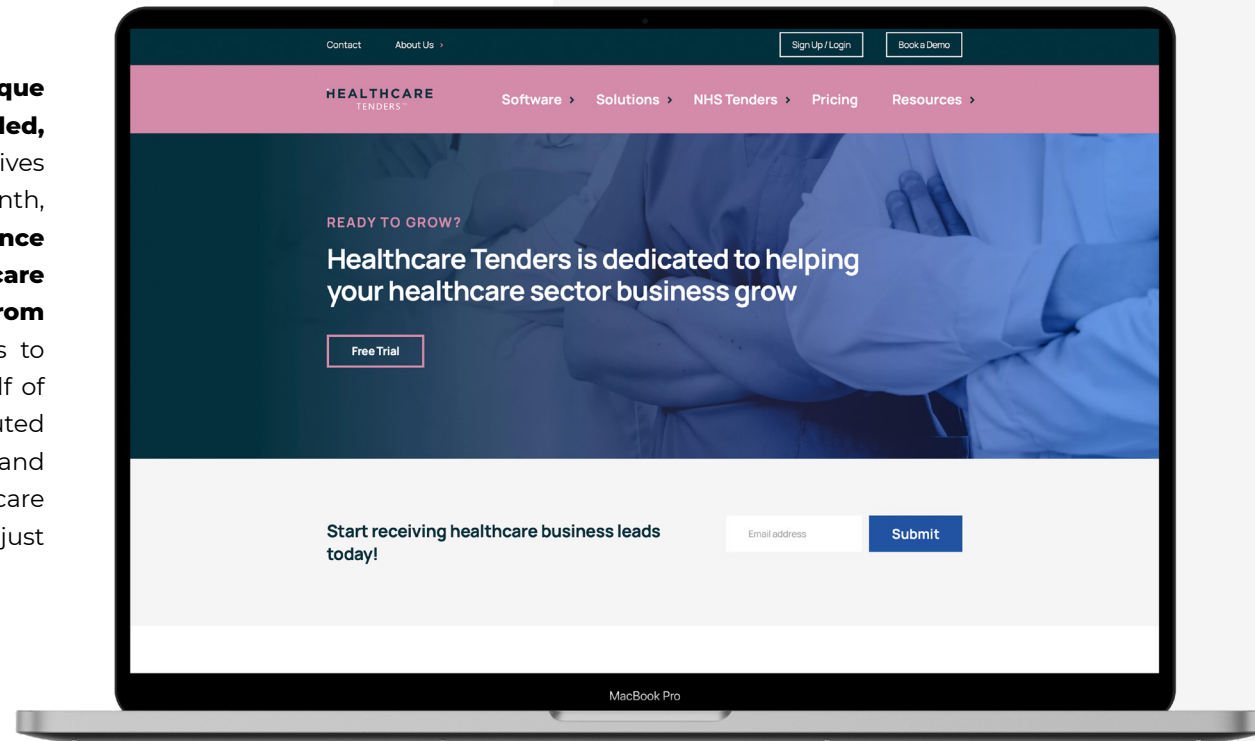


## The Solution

We developed a purpose-built website for generating leads. Utilising our expertise in SEO and UX, we created a website that services both users and search engines. Our Design Team created a brand that instantly resonates with the healthcare sector, through strategic colouring and striking imagery. The Marketing Team worked on visually engaging materials to promote the product's launch. They created PPC campaigns, utilising Google Ads, Bing and Facebook for maximum exposure. With an ongoing SEO strategy, and monthly digital management, the team devised a content marketing strategy with longevity.

## The Results

**In just 12 months, the number of unique website visitors more than doubled, increasing by 69%.** The business receives an average of 60 new leads per month, solely from digital marketing. **Since launching in June 2020, Healthcare Tenders has made a 30% ROI from marketing channels alone.** Thanks to the team's SEO expertise, almost half of the site's website traffic can be attributed to organic search. Their hard work and strategic thinking have seen Healthcare Tenders soar up 66 places in SERPs in just 12 months.





## The Delivery Team

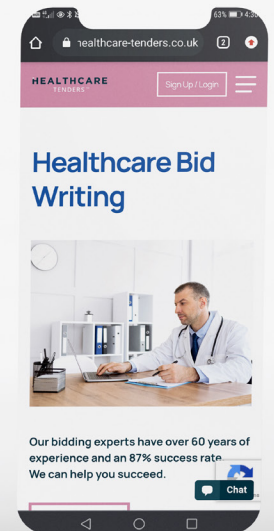
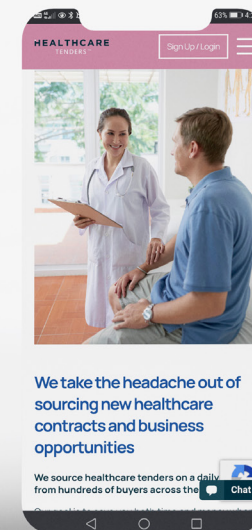
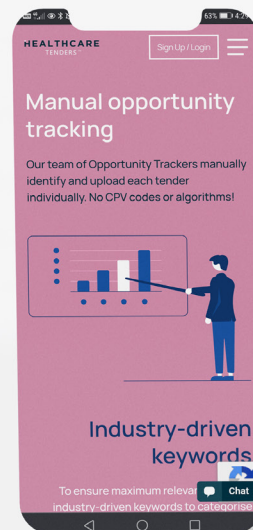
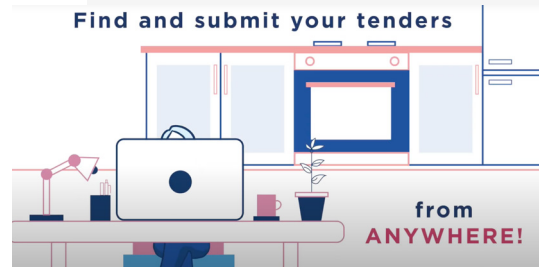
- John Hudson - CEO
- Charlotte Jarvis - Business Communications Manager
- Megan Snowball - Graphic Designer
- Kathryn Johansen - Head of Creative
- Ross Palmer - Freelance Designer

## Budget

A monthly budget of £5,000 has been assigned to this project and has been running since June 2020.

## Outputs

- Full digital management
- SEO blog writing
- Lead management
- Google ads
- Motion graphics videos
- Illustration
- Product design and development
- Brand & brand guidelines
- Website design and monthly management.



# Hudson Publishing Company

## The Company

Hudson Publishing Company is a modern-day publishing firm that brings content to the minds of young people in a way in which they choose to digest content. They are publishers of traditional books, games, media, and online resources.

## The Brief

As a new company, Hudson Publishing needed the works, a brand, guidelines, social media icons, brochures, a website, social audience, and a launch campaign. The brief was to stand out in a crowded market, but to also shout about why they were created – “to positively impact the lives of one billion children”. It was essential to the owners of the business that no matter how children wanted to digest content, they could do so with material published by the Hudson Publishing Company.

## Hudson Publishing Website



## The Solution

Working with an external branding agent, Ross, we managed the creation of a new brand and a set of brand guidelines. This incorporated the core messaging of the brand which was developed by our marketing team and creator Jill. Following the successful completion of the brand, we went on to manage the design and development of the company website, producing the content in line with their core values, Be Honest, Be Kind, Be Fair and Be Brave. Upon launch of the site, the Marketing Team produced an SEO strategy and are currently producing monthly blog content to build an online presence in front of authors and content distributors.



## The Delivery Team

- Jill Hudson - Founder
- John Hudson - CEO
- Kathryn Johansen - Head of Creative
- Megan Snowball - Graphic Designer
- Ross Palmer - Freelance Designer
- Charlotte Jarvis - Digital Communications Manager
- Kathryn Wright - Copywriter
- Millie Newbold - Copywriter



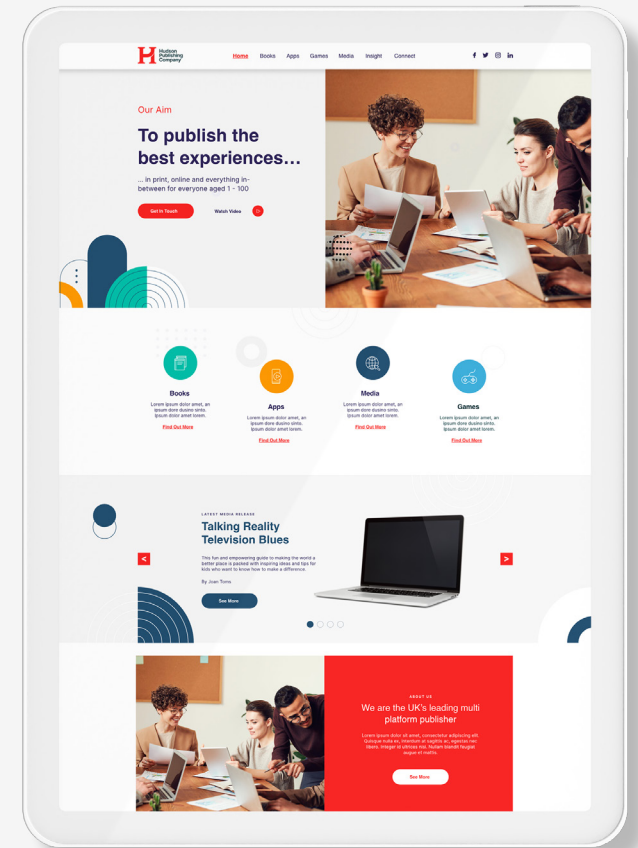


## Budget

A budget of £10,000 has been assigned to this project.

## Outputs

- Brand & brand guidelines management
- Website design and development
- Management
- SEO blog writing
- Website copy
- Digital marketing strategy
- Promotional materials and banner stands
- Presentation pitch deck
- Promotional video content



# Lacus Herald

## The Company

The Lacus Herald is THE place to keep up to date with everything going on in the run up to Christmas. Here, kids can enjoy daily posts and stories about Christmas characters, by reading, watching, and listening to updates live from the Elf Station, Santa Storage and the Snow Globe – Santa's most trusted and secretive buildings.

## The Brief

The initial brief for the Lacus Herald included the creation of a brand and brand guidelines, but this went on to include the design and development of a news website for kids, illustration, social media management, and daily breaking news videos.

### Lacus Herald Website



## The Solution

The brand was developed alongside its creator, Jill – who worked with the Design Team at Vocal daily to ensure the ethos of the wider Santa Academy brand was considered when working on the Lacus Herald Project. The brand and brand guidelines were created and adapted as the project grew much quicker than anyone anticipated across a wider range of devices, print, and advertising.

## The Results

The concept allowed its creators to bring daily Christmas news to the readers of the Lacus Herald via a dedicated area of the Santa Academy website.

Over the festive period, after the launch in year one, **the website had almost 3,500 visitors, allowing family sharing to remove the price for parents of more than one child/device.**



## The Delivery Team

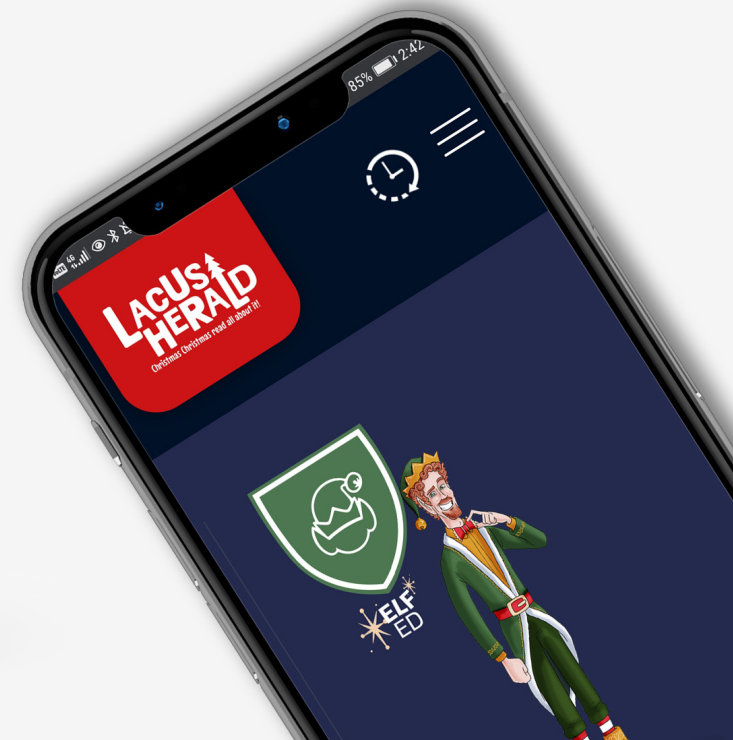
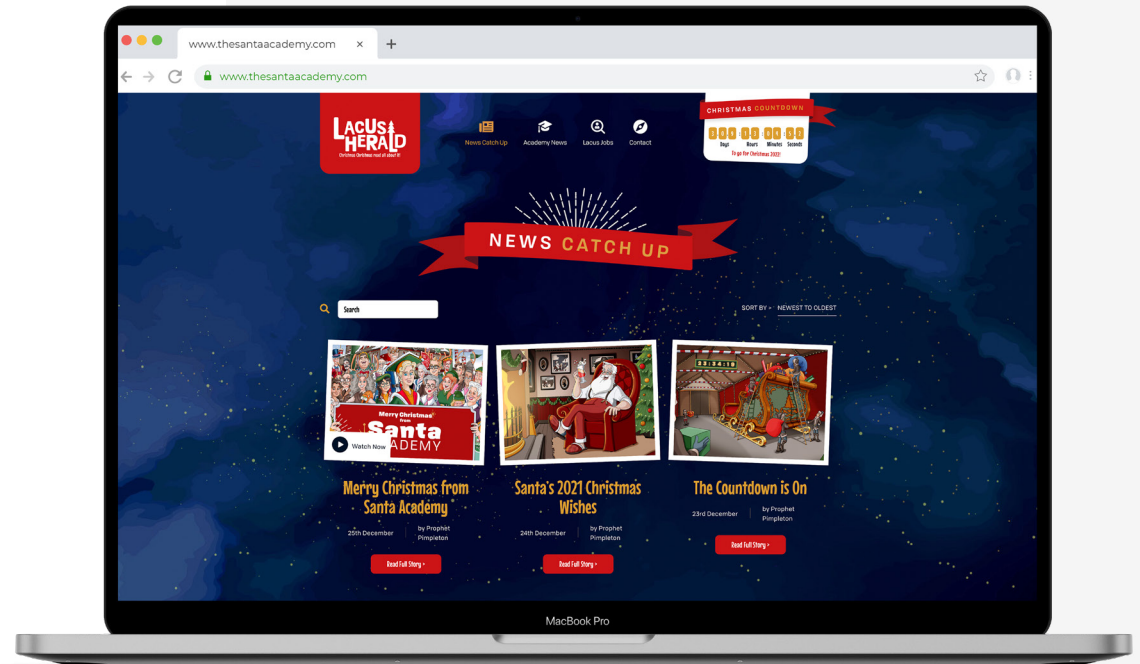
- Jill Hudson - Founder
- John Hudson - CEO
- Kathryn Johansen - Head of Creative
- Charlotte Jarvis - Digital Communications Manager
- Millie Newbold - Copywriter
- Ross Palmer - Freelance Designer
- Megan Snowball - Graphic Designer
- Kathryn Wright - Copywriter

## Budget

The current spend for the Lacus Herald is £47,000 and growing monthly.

## Outputs

- Brand & brand guidelines
- Management of the website design and backend development
- Illustration
- Breaking news videos
- Coming soon videos
- Animations
- Promotional materials
- Pitch deck, including pitch videos





# Leeds Beckett University

## The Company

Leeds Beckett University supports 28,000 students every year and contributes an estimated £500million to the economy every year. They are proud of their statement to foster innovative thinking to create great graduates, exceptional employees, dynamic citizens and enterprising leaders.

## The Brief

Won via competitive tendering, Leeds Beckett University contracted with Jill and John Hudson to deliver marketing strategies, workshops, mentoring and business planning activities to businesses in the Halifax area.

Being an ERDF funded project, the successful bidder had to ensure all funding paperwork was correctly completed with wet ink signatures and in accordance with the fund.

## Our Client -

[Leeds Beckett University Website](#)



**LEEDS  
BECKETT  
UNIVERSITY**



## The Solution

Working closely with the Project Managers at Leeds Beckett University, the duo had to complete face to face meetings and business diagnostics with the businesses interested in partaking with the project.

Businesses could be from any sector but had to be trading for a minimum 12-months before they engaged with the project.

During the course of the project, they supported:



15 businesses on a one-to-one mentoring capacity



30 businesses via group workshops



12 businesses for larger website development and marketing strategy projects.

## The Results

**Due to the success of the project, a massive 82% of the businesses the duo supported contracted Jill and John Hudson to complete further works for their businesses**

These works included website development, digital marketing campaigns, SEO strategies, blog writing, tender writing and brand development. As a huge success, they re-tendered for the works at the end of the twelve-month period and successfully secured another 12-month extension.

## The Delivery Team

- Jill Hudson - Founder
- John Hudson - CEO

## The Budget

The final budget closed on £52,000.

## Outputs

- Website design and development
- Mentoring
- Marketing strategy
- Digital marketing
- Blog writing & SEO
- ERDF paperwork and output reporting.



# North Tyneside Council

## The Company

North Tyneside Council provides government services to both residents and businesses in the Metropolitan Borough of North Tyneside. North Tyneside Council's Business and Enterprise Team is committed to delivering a comprehensive package of support to businesses in the area.

## The Brief

Won via a competitive tendering opportunity, both Jill and John Hudson secured a place on the Marketing and Sales lots for the North Tyneside business support framework. Being an ERDF funded project, the successful bidder had to take ultimate responsibility for the completion of all paperwork evidence.

The brief for the project was to support upwards of one 100 business owners at different stages of their business with sales and marketing advice. The work delivered had to be a mix of one-to-one mentoring and group workshops.

## Our Client -

**[North Tyneside Council Website](#)**



# North Tyneside Council



## The Solution

Over a 24-month period, Jill and John Hudson assisted several early stage and growth stage businesses with sales coaching and workshops and digital marketing strategies, which included building their knowledge on the likes of SEO, Google AdWords, social platforms and blog writing.

## The Results

The courses were so popular with their attendees, they were re-run with a surplus budget at the end of the contract.

**100**  
businesses  
were  
supported

**20**  
were  
pre-start

**40**  
were  
early-stage  
traders

**Over 40** entering a growth phase of their business.

**Due to the success of the project, they secured a further 17 direct consultancy contracts at the end of the contract.**

## The Delivery Team

- Jill Hudson - Founder
- John Hudson - CEO

## The Budget

The project closed on approximately £60,000 spent over the 24-month period.

## Outputs

- Sales & marketing mentoring
- Sales & marketing workshops
- ERDF funding paperwork and output monitoring





# Sunderland University

## The Company

The University of Sunderland is a North East based university with 20,000 students on campus in the North East, London and Hong Kong. The University has five academic departments, responsible for teaching and learning, academic development, and research, and working with partners in business and industry.

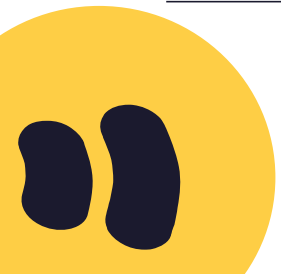
## The Brief

Won via a competitive tendering process, the brief was to assist start-up businesses being formed by students studying a vast array of courses at the University. The project was funded by ERDF and all project reporting needed to be completed by the successful bidder. Being a member of a framework for both Sales and Marketing Lots, they were tasked with mentoring over 40 students during their initial stages of business creation, brand development, concept creation and client generation.

**Our Client -**  
**Sunderland University Website**



# University of Sunderland



## The Solution

Working with over 40 students, Jill Hudson supported those who needed sales mentoring, and John Hudson focused on marketing support. The duo provided both on a one-to-one and group mentoring.

Support offered included coaching and development in new sales tactics, confidence building, brand development, digital marketing strategies, sales team recruitment and bid writing strategies.

## The Results

Due to the success of the project, the duo secured a further eight direct consultancy contracts from the businesses they assisted – further validating the support offered and its value. **The businesses supported went on to create over 70 new jobs for the region within the first two years of trading.**

**The contract was renewed for a further 12 months by the University following the feedback gained by students before it came to a natural close at the end of the project funding.**

## The Delivery Team

- Jill Hudson - Founder
- John Hudson - CEO

## Budget

The project closed on £38,000 spend.

## Outputs

- Sales & marketing mentoring
- Sales & marketing workshops
- ERDF funding paperwork and output monitoring



# Alpha

## The Company

Alpha is an online learning platform aimed at supporting three categories of learners. Alpha Home, supporting home learners, Alpha Enterprise, supporting employers and their employees, and Alpha Education, supporting educational institutions by providing exceptional online learning experiences for students.

## The Brief

The brief was to initially conduct a research project into the vast array of online learning environments available for all types of learners, Home, Enterprise, and Education, before developing a technical specification of features and assets the product needed to grow into a next generation, global learning platform.

Alpha.  
powered by Hudson



## The Solution

The Research and Marketing Teams at Vocal worked with the creator to look into the available secondary data. This included;

- A full competitor analysis, both here in the UK and abroad,
- An overview of the education sector for all three cohorts of learners (Home, Enterprise, and Education)
- An overview of the procurement exercises for two key markets, central government and educational institutions and the features and functionality they were looking to acquire via the tendering route.

Due to the comprehensive nature of the report, the Vocal Team were then tasked with managing the branding exercise of what is now known as Alpha, linking it back to its Group business. Working closely with a branding expert, Ross, we finalised on the name Alpha; Alpha Home, Alpha Enterprise and Alpha Education. The Vocal Team then managed the design and development of the promotional website and 'coming soon' promotional videos.





## The Results

Continuing with these works, the Vocal Team are now developing an MVP of the Alpha Enterprise product – and will run market testing in 2022 with the launch of Tender VLE which is being powered via Alpha. **It is expected that, within 20 months, the system will power over 100,000 learners.**

## The Delivery Team

- Jill Hudson - Founder
- John Hudson - CEO
- Kathryn Johansen - Head of Creative
- Charlotte Jarvis - Digital Communications Manager
- Ross Palmer - Freelance Designer
- Megan Snowball - Graphic Designer
- Kathryn Wright - Copywriter

## Budget

Current budget for Alpha is £25,000, however as an ongoing project, this will soon rise to a total budget of £100,000 by Summer 2022.

## Outputs

- Brand management
- Pitch deck and research reports
- Marketing website
- Coming soon videos
- MVP of alpha enterprise
- Technical product management
- Pitch deck, including pitch videos



# Contact us

Get in contact to see how we can  
make a big difference to your business.



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[holla@vocalabout.com](mailto:holla@vocalabout.com)