

VOCAL™

Bid Design



Welcome to Vocal



Allow us to introduce ourselves! We are Vocal. A small creative agency with big ideas.

As part of the award-winning Hudson Outsourcing, we're a group of creative professionals that know how to make your bid stand out.



Why choose Vocal?



Want to invigorate your bid so that you stand out amongst your competitors?



We know how to help you catch the buyer's eye.

We have over 60 years of bidding experience, so we know how to make your proposals stand out for all the right reasons.

Our Designers have the skills and experience to sharpen up your bid so that buyers don't forget your business. We make sure that your organisation is showcased in the best light and exudes professionalism.

What is Bid Design?

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**Your bid deserves to stand out from the crowd, right?
So, why not use our Bid Design service to give it a
complete makeover?**



**With this service,
we'll take your
proposal and turn it
into something worth
shouting about!**

Why is the design of a bid proposal so important?

Businesses always ask us this question. Once the written content is complete, does the design really matter?

Our answer? Absolutely!

The buyer is likely to review countless bids in their search for the right supplier. If you want your bid to make an impression, it's super important that you grab their attention from the very first glance.

Not to mention, your competitors will almost certainly submit a designed proposal.



The design of your bid should match the compelling content inside... and that's where we come in!

What's included in the service?



Brand investigation

We'll research your brand to make sure we understand your style. To help us do this, our Designers will ask for any files that will give us a feel for your business. This could include logos, brand guidelines, fonts or any promotional materials.

Professional design

Once we know your brand inside and out, we'll get to work on your bid! Our Designers will create a clean, professional layout that reflects your brand in the best possible way. The buyer is sure to notice you after your bid has been refined by our Designers.



What's included in the service?



Front & back covers

It's not just what's on the inside that counts! As part of this service, our Designers will produce striking front and back covers for your bid. So, you can grab the buyer's attention from the very first page and engage them from start to finish.

Tables

We'll turn your tables into eye-catching designs, making sure they highlight your strengths to the buyer. Or if you'd prefer, our Designers can also work any tables you have already created into the design. The choice is yours!



Imagery

If you'd like to provide imagery to include in your bid, our Designers will incorporate them into the design. For an additional cost, we'll source images for your bid that match your brand.

Meet your Bid Design Team



Jill Hudson – Project Director

Our Project Director, Jill, oversees all work produced for our clients from beginning to end. She has over 20 years of experience in the creative industry and has an in-depth understanding of how compelling design can be in a bid proposal.

John Hudson – Marketing Director

John is at the forefront of our Marketing Team and uses his extensive experience to elevate our client's presence online.



Kathryn Johansen – Head of Creative

Our Head of Creative is well-versed in creating striking, eye-catching visuals. She can take any bid proposal and use a decade of creative experience to give it what it needs to make an impact.

Meet your Bid Design Team



Jake Rayner – Designer

Jake knows no bounds when it comes to being creative with proposals. He knows how to make projects stand out from the crowd and shine a spotlight on his client's businesses.

Ajay Kumar Nimmala – Designer

Ajay is one of our talented Designers. He has worked on more than 1,000 proposals for US clients and supports multiple clients across different sectors. Ajay's experience allows him to easily adapt his design work to each client's specific needs.



Pricing



**OUR
DESIGNERS
WORK AT A
DAILY RATE OF
£475+VAT**



For an accurate quote, get in touch with the team!

A message from our Project Director



Bid design can play a huge part in ensuring your proposal stands out. Not all tenders allow for creativity, but the ones that do should be used to every advantage.

Excellent bid design can be that extra touch that secures your business a contract.

– Jill Hudson, Project Director



Contact us

Let's get Vocal!

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