

Cover page

About Wax

These days, it seems that every agency attempts to do a bit of everything. So you might be shocked to learn that we don't position Wax as a 'Jack of all trades' (as in master of none).

Our core area of expertise is promotional marketing. There. We've said it.

We love it because it often revolves around measurable results, and connects with people regardless of the method of communication. So whether on-line, on-pack, on the street or on a T-shirt we'll make sure it's interesting, relevant, motivating, or exciting to them.

What We Do

We all love 'Big Ideas' lets face it. But a big idea isn't really big enough if it's not practical and won't work in the cold lights of the supermarket aisle or cut through in a busy pub.

With a focus on Sales Promotion and Experiential Marketing we're able to do what we do best. And that's deliver hard-working promotional ideas and effective campaigns that get people to try or buy a brand. Simple as that.

We do this by getting to know who we're talking to, using the sharpest insights to establish promotional propositions that meet the needs of them all - the consumer or shopper, the brand and the retailer.

By doing this, we can influence people's behaviour.

We call this 'activating people'.

The Team [With photo of each person]

Matt Tabb – Managing Director

Phil Pawsey – Creative Director

Craig Buchanan-Smith – Planning Director

Sean Watkins – Client Services Director

Lucy Pearce – Experiential Director

Ben Dunn – Finance Director

Our work {with image of each case study}

McVities - Dunk For Britain

People are scarily passionate about dunking biscuits. The fierce debate about what biscuits were most dunkable inspired our integrated campaign. It was recently voted as one of the best sales promotion campaigns ever created. Which is nice.

Waterstone's - The Big Book Bank

A simple idea (aren't they always the best?). Encourage kids to read more with a national book swapping campaign in schools. It's a bit like a bank. Put your read books in and get new books out (courtesy of Waterstones) The website is the hub for teachers and kids to take part.

www.thebigbookbank.co.uk

Harbin - The Year of Harbin

We helped launch this Chinese beer in the UK by taking over tube stations near London's China town. Interactive posters allowed you to find out your Chinese animal zodiac signs from your birthdate. Almost 6 million people had a chance to see the posters in the 8 weeks they appeared.

Müllerlight – New York City Promotion

We're giving Mullerlight lovers the chance to win New York City Breaks and also a range of discounts at restaurants, hotels and for dance lessons with every pack.

Currently in-store!

Penguin - Sponsor a Penguin

Our on-pack collector promotion for Penguin biscuits helped raise funds for the WWF's Southern Oceans Programme. Kids could sponsor a penguin on their Antarctic quest and receive a fundraising kit complete with furry penguin wallchart and sponsorship forms.

Sainsbury's - Active Kids

A ground breaking integrated campaign for Sainsbury's that has raised over £52m and counting for UK schools that collect Active Kids vouchers. Active Kids has tripled the average annual sports equipment budget and helped tackle childhood obesity in 85% of schools.

Who We Work For

We work for some of the biggest and well known names around and some smaller up and coming ones too. But there's always room for more so give us a buzz to see why we're so popular.

Chrysler
Coca Cola
Disney
Johnson & Johnson
Müller
Remington
Tomy
United Biscuits
Waterstone's

Trophies

Do awards really matter? The jury's out on that one. In the meantime here's some of ours.

2009

Waterstones

ISP 2009 Awards

ISP Grand Prix 2009

Gold - Retail, Home Shopping and E-commerce

Gold - Art Direction & Copywriting

Gold - Social Responsibility

Revolution Innovation Award 2009

Winner - Retail Category

Promotions & Incentive

Winner - Most effective online mechanic

2008

Nomination

Marketing: Sales Promotion Agency of the Year 2008

AK 08

ISP Gold: Long Term Relationship Marketing

ISP Silver: Healthy Living

MAA Globes: Silver

2007

Active Kids Sainsbury's World retail awards:

Marketing Campaign of the Year

Marketing Week:

Corporate Social Responsibility Award

Sugar Puffs Hive Action

Corporate Social Responsibility Award

McVities Cakes

New Media Pan Ireland: Bronze Award

2006

Active Kids Sainsbury's

ISP Gold Consumer Award

ISP Gold Award for 'Integrated Communications

ISP Bronze Award for 'Cause Related Marketing'

Grocer Gold - Best Customer Initiative

Lynx Body Spray 'When you've been Filthy'

ISP Silver - Experiential Marketing

Action Man - Atom

ISP Highly commended -Experiential Marketing

McVities Cakes

Silver W3 Web Award: Consumer Goods Silver

W3 Web Award: Food & Beverages

Contact Us [\[Map\]](#)

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