



Can't see the wood for the trees?




see clearly

In an uncertain world it's very easy to lose **perspective** on what's happening and lose **clarity** in your communications. We can help you see, reach and influence your audience.

Public services are undergoing the most radical reform since their inception, and we're excited about what these **changes** mean for communications and market access.

But how do you keep on top of what's going on and find the insight to enable you to **respond** quickly and effectively to communications challenges?

Salix 100 is our unique reference group – a sounding board of experts and thought leaders including teachers, educationalists, allied healthcare professionals, senior healthcare managers, policymakers and academics from the public and independent sectors. We talk to them so that when you talk to us we have the knowledge and **insight** you need to make informed decisions.



“ We have been working with Salix for nearly two years and it has been a complete joy. Salix has a “can do” attitude that is refreshing and their hard work and dedication to delivering our project objectives made us want to continue to work with them. Their enthusiasm is infectious and this teamed with fabulously clever communication ideas are truly inspiring.”

*Libby Whittaker, policy and public affairs,
Proprietary Association of Great Britain*

Salix is Latin for willow and before aspirin was made synthetically, its main component came from willow bark. This means that well before Salix our roots were in good health...

Our roots

Salix evolved because we believed there was a need for **intelligent** communications and a fresh approach to market access for the health, education and social sectors. One that is nourished by in-depth research, sector insight and audience understanding.

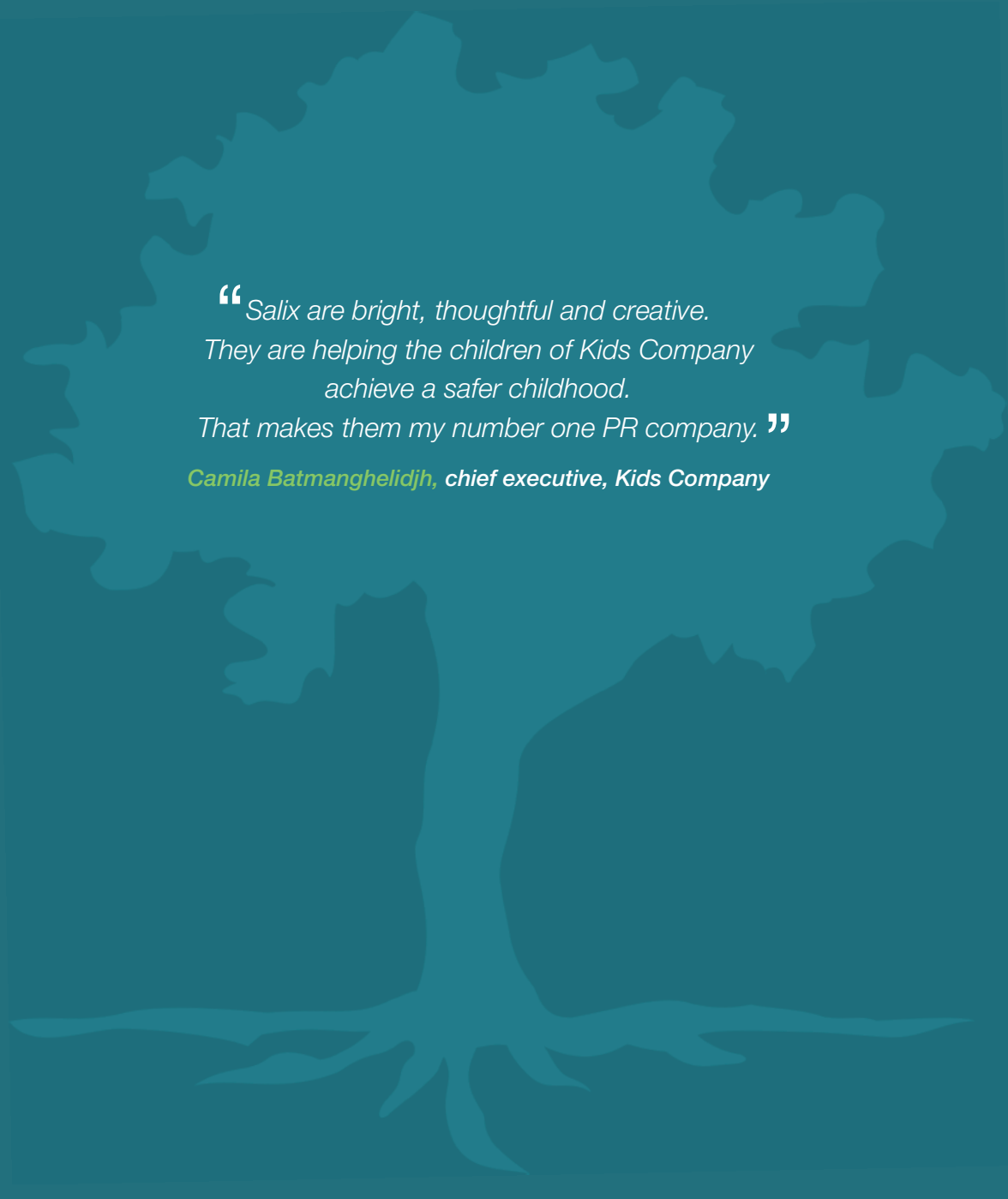
Apart from a brief flirtation with **ballet**, our team's entire careers have been spent in **communications**, with backgrounds in government policy, healthcare and respected academic and third sector organisations.

We're passionate about social enterprise and our work is often in the **public interest** – with innovative campaigns that measurably improve outcomes.

Although a relatively young agency, Salix shows a **maturity** beyond its years, with a grown up board, high profile pro bono work, clear values and direction and a team supported to develop its skills and expertise.

We don't have all the answers, but we have invested many years getting to know the people who do and this intelligence is always **shared** with our clients.

What sets us apart is a passion for making a **difference**.



“*Salix are bright, thoughtful and creative. They are helping the children of Kids Company achieve a safer childhood. That makes them my number one PR company.*”

Camila Batmanghelidjh, chief executive, Kids Company

We're growing

Although we're growing in terms of both clients and staff, we still want everyone to feel valued and supported. We'll never forget that it's the **personal** touch that matters.

And as we grow, we plan to move to a **partnership** model so that everyone is investing in our and your **success**.

We have spent many years **nurturing** relationships with the people who shape the health, education and third sector landscapes. This means we can go beyond simply positioning your organisation and raising awareness of key issues. Our team is trusted by influencers/thought leaders and decision makers and we are able to make personal **introductions** to the people who matter.

Offshoots

We are constantly looking for ways to provide value-added support to our customers. Our latest offshoot is **Salix Creative**, a full services marketing agency that complements and enriches our existing services.

Our creative team has experience building global brands as well as launching successful start-ups, and our collaborative, outcomes-driven approach provides a positive, creative environment for **innovative** thinking.

From brand development and advertising to web design and literature, our services will get you **noticed**. And we are experts in leveraging the power of social media to engage with or create new **communities**.



How we'll grow your organisation


The way we **tend** to our clients sets us apart from many larger agencies.

Our team really does become part of yours although we never forget that we're there to give objective, strategic advice.

We believe in the strength of a good **idea** and there will be a great one (or two) in every proposal we present to you. We pride ourselves on developing campaigns that not only make people think differently, but inspire people to action.

Grafting is the term we use for the unique way we bring organisations, media and people together to form **productive** partnerships and make a communications programme stronger. By defining common objectives and breaking down barriers we persuade even the most unusual of partners to work **together**.

And our **personal** relationships and contacts in the areas we specialise in mean that we can make links to ensure your campaign has more **impact** – whether you are testing new ideas or launching services to a new market.



“ With a strong client approach to everything they do, Salix has a thorough understanding and in depth knowledge of the health sector – its complex requirements, varied stakeholders and political sensitivities. Highly personable and good to work with, the Salix team are a fantastic combination of results driven creativity, flexibility and utmost integrity. Their demonstrable passion and communication expertise is an inspiration to work with.”

*Gemma Hakins, head of communications,
primary care Department of Health (2010)*

Our promise

While still young, we are so confident about the quality of our ideas and delivery that we make some big promises.

These promises are built upon strong **values** which lie at the foundation of our business. And they mean that clients **stay** with us and recommend to others that they work with us too.

We **promise** to:

- exceed expectations
- respond quicker than expected
- tell you something you don't know – every day

And we promise to nurture, cultivate and **enrich** your organisation, just as we do our own.



“It was a complete joy to work with Sarah and her team. They did a sterling job in ensuring our work was ably and effectively communicated through a number of channels. This included blogs, podcasts, vidcasts and press releases – all ensuring our online resources were 100% accessible. They met short deadlines and got the goodwill – through their integrity and charming interpersonal skills – of hard to engage health professionals.”

*Lynn Young, primary care adviser,
Royal College of Nursing*

Sapling

Sapling is a specialist division of Salix that **nurtures** and supports young businesses and social enterprises we want to see succeed.

Still a sapling ourselves, we know that it's tempting not to invest in good PR, marketing and communications support, but we also know this can sometimes make the **difference** between success or failure.

Strategically we've decided to work with a select number of young enterprises we really **believe** in. On a shared risk and success basis, we will help you build a profile that gets your business noticed in those all-important early months.

Investing our time as well as our profits means we really do **care** whether we make a positive impact to a Sapling business.

All we ask is that you stick with us when your sapling becomes a tree and bears **fruit**.

Chairman **Trevor Morris** is one of the most respected figures in the PR industry. Academic, author of a number of seminal books on the PR sector and fellow of the PRCA, he was CEO of Chime Communications, the UK's leading public relations group, for many years.

Greatest influence? Lord Tim Bell

Desert island book?

The Leopard by Giuseppe Lampedusa

Most challenging communications situation?

Any that requires people to change their behaviour

Greatest passion? Fulham Football Club

Most used media outlet? BBC News Online

Non-exec director, **Laura Oliphant**, was CEO of Tribal-owned Kindred, one of the country's leading public sector communications agencies.

Most admired communicator: I am a lover of radio – sounding entertaining for hours without the props and guests of TV is a talent.

Greatest influence? I've learned something from pretty much everyone I've worked with – good and bad and I have taken it away and moulded it into my own style.

Desert island book? Terrible question for me. I read the end of every book to work out whether

it is worth reading and never read one twice. Can I have the internet...?!

Most challenging communications situation?

Difficult staff situations are always tough because what you say has a huge impact on that person's life, confidence and career. I have always given those situations the most preparation and thought.

Greatest passion? Cooking – a real therapy for me and you have something lovely to give away or share at the end of it.

Important stuff: I have this ability to mix up my wardrobe and accessorise that means people think I never wear the same thing twice.

Sarah Wrixon, founder and managing partner. A strategic thinker with a hands-on attitude and a proven track record in leading communications within complex and organisations with multiple stakeholders. Former MD of Pomegranate PR and communications director of NHS Working in Partnership Programme.

Greatest influence? Professionally, Trevor Morris, who we're privileged to have as chairman. Personally, my father for his optimism and my mother for her innate style and creativity.

Desert island book: Birdsong by Sebastian Faulks. In fact, can I have everything by Sebastian Faulks?

Most admired communicator: Evan Davies, Today Programme.

Most used media outlet: BBC online, Twitter.

Greatest passion: Food grown in the right place and eaten at the right time.

Greatest achievement: Teenage children who still talk to us and sometimes even smile at us.

Angus Wrixon, founder and senior partner. Highly networked health communications and marketing specialist.

Greatest influence? My co-founder.

Desert island box set? Mad Men.

Most challenging communications situation?

With my teenage children and their friends – usually around midnight on a Saturday evening.

Greatest achievement? Communicating with my teenage children and their friends.

Greatest passion? Natural world. My father was a working farmer who also presented the BBC Farming programme so nature and media are in my blood.

Most used media outlet? BBC online.

Mo Girach, senior consultant and business strategist.

Greatest influence? My father, a constant source of inspiration who has always given me the strength to complete a task, no matter how difficult. And Nelson Mandela for much the same reason – never give up.

Desert island book? The Seven Habits of Highly Effective People by Stephen Covey.

Most challenging professional situation?

Taking on a very small GP owned organisation and moving it to a stable, innovative co-operative model which attracted local, national and international recognition, leading to my roles as associate consultant at the King's Fund and special adviser to the NHS Alliance.

Greatest passion? To make a positive difference at all levels from family interaction to international education and healthcare.

Sporting hero? Martina Navratilova – she embodies the notion of never giving up.

Favourite / most used media outlets? The Guardian, Google.

Greatest achievement? GPs and primary care – I understand the culture, the language and the people.



This is our word tree.

All of the words come from our clients.

If you'd like to find out more:

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