

Onyx Health expands into new Newcastle base after doubling in size

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Healthcare marketing communications specialist Onyx Health has set up a new creative studio after expanding into new city centre offices.

Following a record year of growth and international client expansion the agency has moved into the penthouse suite in Generator Studios, Newcastle, where it has launched the new studio to focus on its new and existing clients.

Onyx Health was initially launched in 2011 when managing director and founder Karen Winterhalter returned to the North East, having worked with high profile agencies on global campaigns.

After starting the business from her spare bedroom in County Durham, the firm opened an office in Hoults Yard, Byker, before making the move into Generator Studios following growth during the Covid-19 crisis.

Over the course of the last year the firm has more than doubled its fee incomes while also doubling headcount, growing staff numbers from 13 to more than 25.

A key driving force behind the growth has been expanding its international client portfolio, through its PR partnership with US-based agency Jeff Winton Associates.

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The agency also won several UK based clients such as Durham diabetes specialists Pro Healthology and Cambridge based drug development company Actigen, while also helping other clients expand into Europe.

Director Trevor Pill, Onyx Health's executive director, said

the team has been able to celebrate the 10-year anniversary in style with a new studio, record fee incomes and larger communications, design and digital teams.

Mr Pill said: “Our new creative studio is a landmark moment for our agency and gives us the facilities to work more collaboratively with our clients to develop communication campaigns that stand out from the competition.

“With the pandemic putting healthcare in the headlines like never before, we have found our full range of creative services in ever-increasing demand.

“From the outset, we saw the pandemic as an opportunity to thrive as a business, and we’ve done just that.

“Our PR partnership with JWA has provided us with unprecedented opportunities to go global as an agency. Newcastle is part of one of the fastest growing creative hubs outside London, we want to help put the city on the global map by extending our international client reach.”

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