



Formed in December 2012, Orange Juice Communications is a full-service agency with decades of combined experience across journalism, PR, marketing and events management. Using their storytelling and media awareness, they deliver award-winning campaigns, which make a real difference to businesses.

Their strong connections in Northamptonshire and niche approach using state-of-the-art software, allows them to bring their clients' visions to life, ensuring maximum audience connection on a global scale.

In addition to their success across multiple industries, Orange Juice have gradually developed specialisms in Healthcare sector. Since the pandemic, they have re-focused on hybrid events providing clients with even more exceptional local, national and international media coverage.



The Challenge

In order to futureproof their service offering against the market and industry, Orange Juice turned to the University of Northampton seeking a solution to bring fresh thinking and digital skills to the business by increasing capacity of their editorial team.

The Solution

Through the EU funded ALPHAS project, the University of Northampton's Changemaker Hub were able to offer the company access to a highly skilled Multimedia Journalism graduate, Lucy Holmes.

The Outcome

Bringing fresh insight, new skills and a passion for digital marketing and audio content, Lucy now permanently manages PR and relationships with journalists at local and national titles as well as raising brand awareness through targeted social media content, podcasts and blogs whilst coordinating and producing coverage reports for clients.

"Lucy has been an excellent addition to Orange Juice. She is part of our editorial team and as well as bringing new skills to the company, she significantly contributes to all our PR and marketing outputs. We now produce and publish podcasts, all thanks to Lucy."

The University's Changemaker team has been excellent. They provided help and advice at every stage. We have already recommended them to other businesses."

Daniel Owens,
Director, Orange
Juice

"To go from being a paid intern to a permanent member of the team, feels great! The ALPHAS project helped lay the groundwork for all of this and is an opportunity that other graduates should readily take part in!"

Lucy Holmes, Account Executive, Orange Juice