

# Toby Churchill: PR Event

**Audience:** 2,000  
**Location:** Various  
**Project:** PR Event



## Background & Objectives

Toby Churchill is a leading, global provider of high-tech augmentative communication solutions. Their first new product in a decade, the Lightwriter Swift, helps those with speech loss to communicate.

## The Experience

- Toby Churchill required a creative agency that could develop colourful and impactful artwork that would not only be the backdrop to their event but also the artwork for their packaging
- MotivAction's Design Studio developed unique and colourful illustrations to perfectly capture the positive effect that this device would have on users' lives
- To help launch the product to those with very little time, MotivAction planned and executed a roadshow for NHS speech and language consultants to come and try this exciting new product

## Results & Outcomes

- Attendees loved the set design and engaged positively with the product
- Following the launch, Toby Churchill have taken many orders and look forward to seeing the Lightwriter Swift change the way customers communicate
- After the launch events the whole set was shipped out to America for a trade show in Orlando

