

New Boutique PR Agency Launches with Founding Client Vision Express

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London, UK ([RPRN](#)) 07/30/13 — **The Tonic Communications**, a new PR and marketing start-up has opened its doors in Nottingham and Newcastle this month, and unveiled its founding client as household name retailer and optician, **Vision Express**.

The Tonic Communications is headed up by experienced PR duo Kelly Hill and Georgina Dunkley, and is set to provide national and regional boutique PR and marketing services, splitting its operations between two main bases, in the East Midlands and North East.

Kelly Hill, from Nottingham, manages the East Midlands' arm of the business and has over a decade of international experience working with brands including PepsiCo, 3mobile, P&O Cruises, Visa and Diageo. A Sheffield Hallam University graduate, Kelly also held a senior communications role at the University for three years, before jetting to Australia to work for globally renowned agency Porter Novelli for four years, before travelling back to the UK in 2011.

Georgina Dunkley has recently returned to the North East. A Sunderland University graduate, she began her career in Newcastle over 10 years earlier

before taking senior roles at agencies in Manchester, Birmingham, London and Leicestershire. Previous experience includes working with national brands such as Skoda, The Army and Hilton Hotels and on regional campaigns for Bellway Homes, Newcastle City Council, Knight Frank and OneNorthEast. [Georgina will be overseeing the Newcastle PR agency.](#)

As Vision Express' retained PR company, The Tonic is responsible for handling the company's day-to-day activity including product launches, store events, charity campaigns and ambassador profiling, plus social media consultancy.

Kelly Hill commented: "Georgina and I formed The Tonic Communications as we wanted to offer affordable national PR services from our regional bases. Having worked with bluechip organisations spanning the globe, we both understand what makes a good PR campaign and we hope to prove that in our respective locations and in the space in-between!

"Vision Express joining us at such an early point in The Tonic's history is a fantastic endorsement, and testament to our creativity and experience. We look forward to adding more brands and businesses to our portfolio over the coming year."

Jenny Wye, Senior PR Manager at Vision Express adds: "Vision Express has worked with Kelly Hill for the last year, during which time she has impressed with her dedication, loyalty and ability to embrace our brand values. A proven commitment to delivering excellent PR results means we've recently expanded The Tonic's remit to also deliver PR for Vision Express in Ireland."

For more information about The Tonic Communications, visit www.thetoniccomms.co.uk or call 0115 8700461 (Nottingham) or 0191 4999908 (Newcastle).

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