

BUSINESS DESIGN

Local entrepreneur creates personal touch

By Mark H. Stowers
The Oxford Enterprise

If you've eaten at an Oxford restaurant, perused any newspaper advertisement or gazed at local billboards, then you've met Jeremy Vaughn – you just didn't realize it.

"We've been in the business for about four years," Vaughn said. "Pretty much anywhere you can advertise, we've done it."

The owner of Vaughn Design in Oxford, Jeremy spends half his time designing and the other half running the ad agency side of the business.

"We're still a full service advertising agency handling clients budgets, strategizing, their advertisements – pretty much making sure they are getting a bang for their buck."

Vaughn's client locales read like the map to a great road trip – Nashville, Memphis, and Jackson. The Ole Miss grad worked as an art director right out of school in 2002, but soon moved back to Oxford to open his design firm and ad agency. His approach to helping his clients is steeped in accomplishment.

"In Oxford a lot of businesses are family owned and there's a lot more at stake when spending their dollars," he said. "I take personal interest in each client's success in business."

With a love for living in Oxford, Vaughn was determined to find the best designers across the country to work with him on a freelance or contract level.

"In-house, it's myself and one or two others and some interns," he said. "I work with six designers throughout the country."

Vaughn partners with these designers across the South to create award winning and business building ads.

"I enjoy design and I enjoy when a client calls me and says 'so and so' came in because of your ad," he said. "I go to my clients stores personally and look around and I have a personal relationship with my clients because i know what they have at stake. It's their baby and we try to put in the same amount of respect."

With such a large amount of time spent with each client, it doesn't allow for a large client



CREATIVE GENIUS: Ad agency designer/owner, Jeremy Vaughn, takes a personal interest in the success of his clients.

list. But Vaughn understands that giving each client personal attention has dividends of its own.

"It's really just a personal thing, but I want to give them the personal time to achieve what they want," he explained.

Vaughn has worked with the University and had his creative hand on the Jevan Sneed Heisman web site. He has also worked with Tele-South Communications to design a baseball program and a football program."

When not working on design and ad plans, Vaughn spends his free time creating "spec" ads for clients and visiting artists.

"I get on the Internet and find artists that inspire me," he said. "I find out where they live and hop on a plane on weekends and go pick their brains. A lot of them work at home but they are the best at what they do."

The designers on his team have won advertising awards for work with Coca-Cola and other large businesses across the country.

Vaughn continually seeks to educate himself on design and seeks out ads from across the country to stay on top of his craft. But working with local businesses and helping each one succeed in his top priority.

"We're very loyal to our clients and want to get them the most exposure possible," he said. "It's great to grow with our clients and we like to get outside of Oxford and get inspired and bring that all back to Oxford."