# Spoke launches London office to connect UK, Europe and Asia markets



SPOKE, the Australian media, public relations, and investor relations agency, has officially inaugurated its London office, spearheaded by Georgina Heaume, who previously held the position of head of communications at Dropbox. With over 18 years of extensive international communications experience, Heaume has collaborated with globally recognized brands including Meta and Microsoft. The selection of London as the site for this expansion is significant; Heaume describes the city as a "hive of financial and capital markets activity", making it an ideal strategic hub for the new operations of SPOKE.

“Home to the London Stock Exchange and some of the world’s largest investment funds and brokers, the city is an energetic hub for founders, startups and scaleups,” Heaume stated, emphasizing the opportunities for finance, technology, and energy companies looking to attract capital and investor interest. This perspective highlights a growing recognition amongst industry leaders that London remains a vital locus for innovation and investment.

SPOKE London is designed with a flexible partnership model aimed at companies with a growth-oriented mindset. The agency offers a range of integrated PR and strategic communications services, which include media and investor analyst relations, video and content creation, as well as crisis communications. “With Georgina at the helm, we are well placed to deliver communication strategies and investor relations services that are commercially sharp and outcome driven,” remarked Luke Derbyshire, managing director and co-founder of SPOKE.

An important strategic component of SPOKE London’s operations is its focus on bridging networks between the UK, Europe, and Asia. Derbyshire indicated there is strong demand from Asian companies for access to commercial opportunities within Europe, signalling the increasingly interconnected nature of global markets. Conversely, the agency will also focus on assisting UK-based companies in their efforts to expand into Asia, aiming to foster meaningful partnerships across the region. This dual approach is aimed at enhancing strategic access and visibility for clients, positioning SPOKE London as a vital player in the evolving landscape of international business communications.

Since its establishment in 2014, SPOKE has successfully partnered with over 170 clients spanning multiple critical industries, including finance and technology. Headquartered in Australia, the agency has built a robust presence nationally and is continuing to expand its international footprint. The London launch exemplifies SPOKE’s ambition to not only grow its client base but also enhance its capabilities by incorporating diverse perspectives and best practices from its established networks across Asia and beyond. As the company moves forward, its blend of local knowledge and global expertise will likely play a significant role in its success within the competitive UK market.

Through these developments, SPOKE is positioning itself as a trusted partner for companies keen to elevate their communication strategies and navigate the complexities of the modern business environment.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.bandt.com.au/spearheaded-by-former-head-of-communications-at-drop-box-australian-media-pr-ir-agency-spoke-officially-launches-in-london/), [[2]](https://www.bandt.com.au/spearheaded-by-former-head-of-communications-at-drop-box-australian-media-pr-ir-agency-spoke-officially-launches-in-london/)
* Paragraph 2 – [[1]](https://www.bandt.com.au/spearheaded-by-former-head-of-communications-at-drop-box-australian-media-pr-ir-agency-spoke-officially-launches-in-london/), [[3]](https://www.linkedin.com/company/spoke-agency)
* Paragraph 3 – [[5]](https://www.contagious.com/news-and-views/hub-and-spoke-creative-agencies-why-this-time-its-different), [[6]](https://bdaily.co.uk/articles/2021/07/09/spoke-london-appoints-south-tyneside-seo-agency-cameo-digital)
* Paragraph 4 – [[1]](https://www.bandt.com.au/spearheaded-by-former-head-of-communications-at-drop-box-australian-media-pr-ir-agency-spoke-officially-launches-in-london/), [[2]](https://www.bandt.com.au/spearheaded-by-former-head-of-communications-at-drop-box-australian-media-pr-ir-agency-spoke-officially-launches-in-london/), [[7]](https://www.scribd.com/document/786375664/UK-Marketing-Agencies-Email-Database-5K-1)

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## Bibliography

1. <https://www.bandt.com.au/spearheaded-by-former-head-of-communications-at-drop-box-australian-media-pr-ir-agency-spoke-officially-launches-in-london/> - Please view link - unable to able to access data
2. <https://www.bandt.com.au/spearheaded-by-former-head-of-communications-at-drop-box-australian-media-pr-ir-agency-spoke-officially-launches-in-london/> - SPOKE, an Australian media, PR, and IR agency, has officially launched its London office, led by Georgina Heaume, former head of communications at Dropbox. Heaume brings over 18 years of international communications experience with brands like Dropbox, Meta, and Microsoft. She views London as a strategic hub for financial and capital markets, ideal for SPOKE's UK operations. The agency offers a flexible partnership model tailored to growth-focused companies, specialising in integrated PR and strategic communications, including media and investor relations, content creation, and crisis communications. SPOKE aims to bridge networks between the UK, Europe, and Asia, supporting companies seeking commercial opportunities across these regions. Since 2014, SPOKE has partnered with over 170 clients across various industries, including finance, technology, and energy.
3. <https://www.linkedin.com/company/spoke-agency> - SPOKE Agency is a creative agency with global operations, including offices in Toronto, Vancouver, and New York. The agency focuses on integrated communications, crafting experience-driven campaigns for global brands in sectors like lifestyle, retail, and entertainment. As part of the Dentsu Aegis Network, SPOKE offers services such as strategy, creative, tech, experiential, production, and digital media. The agency's team listens closely to global trends and cultural shifts to change the way brands interact with their audiences.
4. <https://spokeagency.io/> - Spoke is a content repurposing agency that transforms recordings into high-quality blog posts, white papers, ebooks, videos, and social media images. They have repurposed over 6,000 recordings for brands worldwide. Their services include creating blog posts that boost search engine rankings, lead magnets that generate interest, videos that build thought leadership, and images that enhance social media presence. Spoke works with marketers to repurpose their best recorded content into various formats, helping brands reach a wider audience and grow their business.
5. <https://www.contagious.com/news-and-views/hub-and-spoke-creative-agencies-why-this-time-its-different> - The article discusses the rise of hub-and-spoke creative agencies, which build teams from a pool of independent talent rather than full-time employees. This model has been lauded as the future of advertising but has not fully realised its potential until now. Success stories include Host (acquired by Havas), Been There Done That, and MASH in APAC. The article highlights the shift towards independent talent and the benefits of decentralised, freelance-based agency structures in the modern work environment.
6. <https://bdaily.co.uk/articles/2021/07/09/spoke-london-appoints-south-tyneside-seo-agency-cameo-digital> - Spoke London, a boutique menswear brand, has appointed digital marketing collective Cameo Digital to lead its SEO strategy. The brand, known for its stylish men's fashion built to fit, aims to improve search visibility and awareness of its unique offerings. Cameo Digital will implement a comprehensive search strategy, including technical improvements, keyphrase strategy, and content development for on-site and content marketing campaigns. The collaboration aims to enhance Spoke London's online presence and reach a broader audience.
7. <https://www.scribd.com/document/786375664/UK-Marketing-Agencies-Email-Database-5K-1> - This document provides a comprehensive list of UK marketing agencies, including their contact information. It serves as a valuable resource for businesses seeking marketing services in the UK, offering direct access to agencies' email addresses for inquiries and collaborations. The database includes a wide range of agencies, from large firms to boutique agencies, covering various marketing disciplines and industries. This resource is useful for companies looking to expand their marketing efforts or find new partners in the UK market.