

Thank you for helping Boo Design to become Guildford's best loved small business..... and to win best graphic design business in the UK!

press release

Boo Design has been officially voted the Most Loved small business in Guildford according to a massive nationwide search run by TheBestOf to find the best local shops and companies in towns and cities across the UK. The results of the two-week campaign reveal that Jackie Newman and her graphics business Boo Design based in Peaslake is the most loved, after 52 people recommended it.

As well as winning in Guildford, Boo Design also won the national category for Graphic Design. One client described Boo Design as having "...excellent and personal service - beyond our expectations."



Commenting on the accolade, Jackie said, "I have never especially asked for testimonials from my clients before so didn't think too much of it when the campaign was launched. But having asked a few clients if they would consider recommending us the testimonials kept coming in. It has been wonderful receiving so many positive comments about my work, as I try to put my heart and soul into each project. I founded Boo Design five years ago to help small businesses achieve a strong, professional and consistent image through all its literature from logos, letterheads, leaflets, brochures and websites. Whether the client was a new start-up with no identity or an established organisation looking for a rebrand I knew Boo Design could make the difference between buy and goodbye."

Paul Bridgland, the business owner at The Best of Guildford, a comprehensive directory of Guildford's best local businesses said, "Jackie is running superb businesses and should be rightly proud – but to be honest what's been underscored again and again in this campaign is just how many fantastic local businesses there are in the Guildford area today. "These business owners and their staff are the life-blood of our economy and it's tremendous that they've been shown so much appreciation. We've been absolutely blown away by the response from the people of Guildford who wrote 100s of glowing testimonials in support of local businesses."

The '14 Days of Love' campaign from TheBestOf generated over 138,000 testimonials from the length and breadth of the country. More than 30,000 businesses drawn from almost 400 towns and spanning every business type - from hairdressers, tattoo artists, fitness instructors and bridal stores through to bouncy castles accountants, architects, solicitors - even dentists and funeral directors – all received nominations from appreciative customers.

