



OXFORD COMMUNICATIONS CELEBRATES 25 YEARS



Over the past 25 years, the communication world has changed quite a bit, including the advent of the smartphone and tablets. On Route 29, in the basement of a home, Oxford Communications was founded 25 years ago. “When Chuck Whitmore and I started this business in 1986 I had no idea that we would be where we are today,” said John Martorana, president of Oxford. The company now runs its business in a building that used to be part of the former Lambertville Music Circus. Martorana claims that 25 years ago, the business included meeting with clients, preparing photos and press releases, and submitting those pieces to local newspapers and radio stations. “All of that has changed,” said Martorana. “In those days what we did was an art. Today it is a science. Now that we are in the digital age we know a whole lot more about the consumer than we did in the past.” Martorana says that the biggest difference now compared to 25 years ago is the fact that the advanced research can target a specific audience for advertisers and clients. Oxford sought out local clients when it first opened its doors, eventually expanding to markets located inbetween New York and Philadelphia. Oxford is one of the leading advertising firms in the state of New Jersey, which has clients in Oregon, California, and other areas of the country. “When Steve Jobs came out with the Macintosh computers it changed our world. It saved us from buying \$50,000 in typesetting equipment,” he said. As time went by, the company was able to acquire e-mail, fax machines, websites and social media as they were invented and sent into mainstream media. Oxford has clients in industries such as retail, food and hospitality, and real estate. One of Oxford’s most prominent clients is the Bucks County Conference and Visitors Bureau while other clients include Drexel University, EP Henry, Quick Chek, Villa Enterprises Management and Robert Wood Johnson University Hospital. Martorana says there are 40 people on the company’s payroll right now, compared to when there were 68 on the payroll when the economy was strong. The majority of the business done by Oxford comes from referrals by current clients to prospective clients. “Believe me, it isn’t just me. We have a lot of phenomenal people working here. I mean that sincerely. When we first placed our sign up along River Road (near the Golden Nugget Flea market) I couldn’t even imagine what was down the road in five years and then 10 years after that. We are better served by concentrating on the work for our clients,” he said. Oxford is located on a hill that overlooks Lambertville, which can help advertising experts work more efficiently than in the bustling cities of New York and Philadelphia. Oxford has been at its current location for 10 years now.

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