



PR PACK

Presented by:

Ruby Craig, Founder



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We are a PR Agency with green purpose



Red Rock Comms is a public relations agency targeting overconsumption in the fashion industry: providing bespoke and environmentally conscious PR solutions for businesses with big ideas.

Specialising in campaigns made with purpose, Red Rock Comms offers a no-nonsense approach to standing out from the saturated crowd. If you want mainstream, go elsewhere.

Based in the heart of Brighton with years of agency experience, our founder Ruby Craig has worked on a plethora of events and campaigns across a broad spectrum of clients ranging from fashion, lifestyle and events. Utilising our founder's visions & skills to collaborate with unique and like-minded creatives and publicists ensuring that campaigns have been curated specifically for each client and shared in the most compelling way possible.

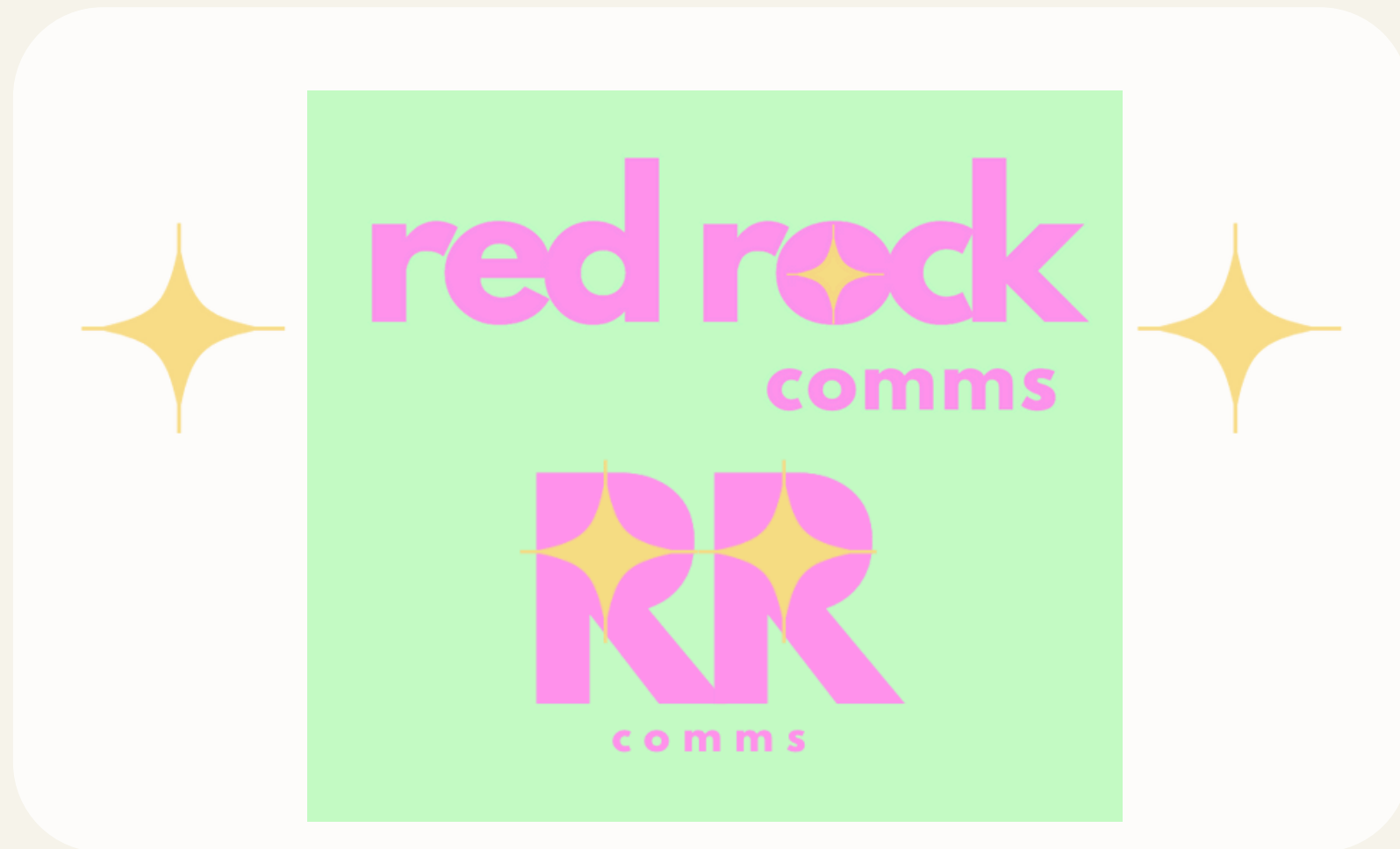
With our founder's first job of working in retail for a fast fashion brand (we've all been there), Ruby has seen behind-the-scenes of what goes on in the fashion industry and is on a mission to change this. This is why being eco-conscious is always at the heart of what we create. Ensuring each campaign is fully thought out and is as renewable as physically possible, with the help of our in-house ecologists, we do what's right for you and the world – no faffing about.

But we will of course put our Red Rock approach of hard work and limitless creativity into everything we do for you, it's what we're here for. Offering bespoke campaign packages, monthly retainers to short term projects, or yearly contracts for in-depth longer campaigns – we've got you covered.

In a world of non-stop news and adverts, we take it slow and focus on the topics and stories that truly matter. If you are a company who wants to do better in the world or are already doing the best you can, don't hesitate to get in contact. Whether you're a B-corp or wanna-B-corp, you are always welcome!

Love, Red Rock Comms x

Our Branding



Above is the main brand logo and social media icon logo. As well as this we have identified an icon which is symbolic of Red Rock Comms - our yellow diamond. If you see this across any coverage or our social media posts, you'll know it was us.

Typography



League Spartan

2 variant font types (Bold, Semi Bold)

Colours



#4C4A4C



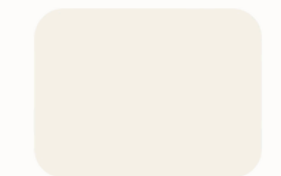
#FF94EB



#C2FDC6



#F8DC86



#F6F3EA

A deeper insight into the font and colour HEX codes we have identified to create a finalised brand identity for Red Rock Comms.



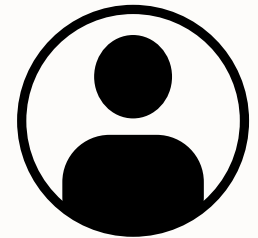
“I have created Red Rock Comms to add meaning and value to the PR industry. A lot of the time nowadays it has become a space which is overly saturated with paid promotion about topics relating to over consumption. Red Rock is here to share meaningful campaigns which the world desperately needs to see, not what it wants to see. Our clients will always have sustainability and the state of the planet at their hearts”.

Ruby Craig, Founder

Target Audience

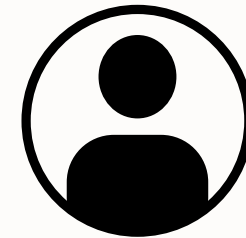


Our target audience consists of two segments, firstly our target clients and secondly their consumers.



Ideal Clientele

- Small Medium Business with 5-25 staff members
- B-corp certified or B-corp 'wannabe'
- Already implementing small changes into their company
- Eco-pension investments
- Office composts or eco co-working space
- Packaging aware
- Want to make wider changes in their design chain



Client's Audience

- Vegetarian / Vegan
- Owns an electric car
- Green minded
- Buys second hand clothes
- Donates to charitable causes
- Has a compost pile at home
- Makes small eco changes in their lives to better themselves and the environment
- Aware of their carbon footprint
- Higher satisfaction in life



EcoChic Designs

Industry: Fashion and Jewellery

Employees: 12

Location: Brighton

Overview: As a fashion and jewellery company, EcoChic Designs is acutely aware of the environmental impact of packaging materials. The company prioritises packaging awareness, utilising recycled materials and minimalistic designs to reduce waste and carbon emissions. They do not want to limit their eco choices to packaging, and need assistance in developing their eco practice further as well as gaining PR coverage around this.



Blair Grayson

Age: 21

Occupation: Student

Location: London

Overview: Blair is a young student who is studying a degree in Fashion. He is living a green lifestyle to the best of his ability as he cannot wholly afford it but wants to do the best he can to contribute to good. He implements small eco-friendly changes such as using reusable water bottles and shopping bags. He also prefers buying second-hand clothes from charity to reduce waste and supports charitable causes focused on environmental conservation and social justice.



Eva Evergreen

Age: 32

Occupation: Receptionist

Location: Ardingly, West Sussex

Overview: Eva is a committed vegan who believes in sustainable living and ethical consumption. She is passionate about minimising her carbon footprint and making eco-conscious choices in her daily life. Eva finds higher satisfaction in life through her eco-conscious lifestyle and believes in the power of collective action to create positive change for the planet.





Clothing production doubled between 2002 and 2015, usage lifetime has decreased (Sustainable(ish), 2023)

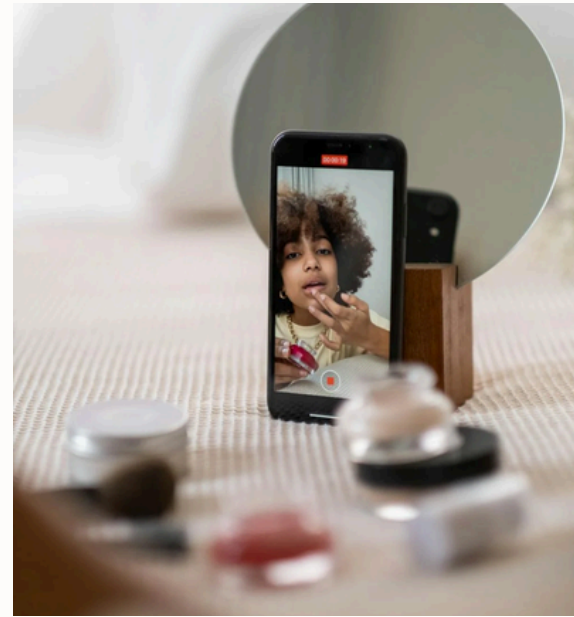
There are enough clothes to dress the next 6 generations (Patrick Grant, Great British Sewing Bee)

Key Industry Statistics

The average garment is worn only ten times before disposal and more than half of the fast fashion produced is disposed of in under a year (Triad.org.uk)

92 million tons of clothing each year ends up in landfills across the world (Maundy Relief)

The Strategy



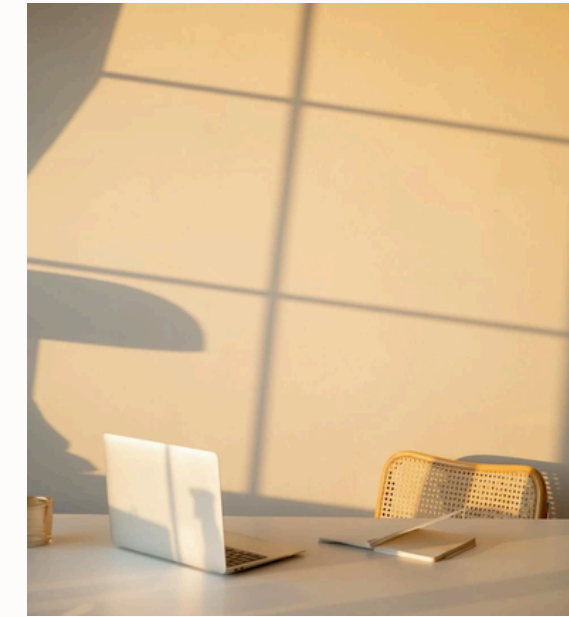
De-influencing

Working with influencers who are de-influencing the social scene and promoting positive brands with eco-ethos behind them. This will guide consumers in the right direction through alternative communication methods.



Eco Direction

Capture new and emerging brands to direct them towards eco tactics within the consumption industry, and their consumers towards a net-zero lifestyle.



Purposeful PR

Gaining earned media with a purpose for good in the world. We don't want to promote boring news about another product release, we want to disrupt the news with positive green PR.

Competitors



Greenhouse Communications

Greenhouse Communications is an award winning digital and green PR agency who are on a mission to drive positive social and environmental impact.



Enviral

Enviral is an ethical brand and marketing agency who strategise and advertise sustainable campaigns for some of the UK's leading sustainable advocates and companies including Greenpeace UK.



EMERGE

EMERGE prides themselves on creating traditional campaigns and media stories. They bring a brands audience whom best represents their customers, whether that be through phone feeds or media. Although they have sustainable clients like Grind Coffee, they are the top consumer PR agency who's strategy we look up to.

Beyond the Brink

Introducing our first campaign

'Beyond the Brink' is an eye-opening project looking into the Westernised issues of fast fashion and overconsumption. By simulating a landfill within a renowned British landmark, our project aims to create a visually striking composition that vividly illustrates the potential consequences of unchecked consumerism. Through this experience, we confront the true reality of what our world could become if the current consumption chain remains unchanged.

Our initiative sheds light on the overwhelming volume of waste generated by fast fashion, highlighting the unsustainable practices that threaten our planet's future. With the looming prospect of excess landfill overflow, we confront the uncomfortable truth that third-world countries like Ghana may be unable to bear the burden alone, potentially leading to the unthinkable scenario of waste inundating our own environments.



'Beyond the Brink' is a call to action for individuals who are already making efforts to protect our planet, urging them to do more in the face of this imminent crisis. By raising awareness and inspiring collective action, we strive to prevent this dystopian future from becoming a reality. Together, let's halt the overflow and safeguard our planet for generations to come.

Industry Contacts



COSMOPOLITAN

Daily Mail

THE HANDBOOK
EDITS THE VERY BEST OF FASHION; BEAUTY AND LONDON LIVING

*** SECRET LONDON**



Esquire

oLondonWorld

The Argus
Brighton and Hove
Albion

Press Release



This press release is an example of how we reach out to press in order to spread the word about the exciting things your brand is getting up to.

We will send this out to a carefully selected group of journalists, either hyperlocal or national, as well as our agency 'friendlies'.

Our mission is to share your captivating stories which will change the scene of how sustainability is perceived by consumers. We are here to help you create a positive impact.



RED ROCK COMMS LAUNCHES NEW ANTI-CONSUMPTION CAMPAIGN

'BEYOND THE BRINK'

'Beyond the Brink' is an eye-opening project looking into the Westernised issues of fast fashion and overconsumption. By simulating a landfill within a renowned British landmark, our project aims to create a visually striking composition that vividly illustrates the potential consequences of unchecked consumerism. Through this experience, we confront the true reality of what our world could become if the current consumption chain remains unchanged.

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Created in collaboration with 3D artist X, 'Beyond the Brink' shows a seamless animation combining content from the real-world and digital 3D animation to create a composition which encapsulates the level of consumption of which we are heading towards.

'Beyond the Brink' exhibition is available to preview in-person from 6th May 2024 to 7th June 2024 at University of Brighton – Grand Parade Campus, 68 Grand Parade, Brighton, BN29JA.

END



About Red Rock Comms

Red Rock Comms ([link to website](#)) is a brand-new PR agency which provides bespoke and environmentally conscious PR solutions for businesses and brands, with big ideas to forge the digital and real world together.

Based in the heart of Brighton with years of agency experience, our founder Ruby Craig has worked on a plethora of events and campaigns across a broad spectrum of clients ranging from fashion, lifestyle, and events. Utilising our founder's visions & skills to collaborate with unique and like-minded creatives and publicists ensuring that campaigns have been curated specifically for each client and shared in the most compelling way possible. With Ruby's first job being in retail for a fast fashion brand she has seen the behind-the-scenes of what goes on in the fashion industry and is on a mission to change this.

Unlike other PR agencies, Red Rock Comms offers in-house environmentalists to ensure all clients can be as sustainable and ecological as possible. This includes support with behind the scenes and front of house environmental assistance ranging from production changes to renewable campaign strategies, and many more.

Notes To Editor:

For further information and images please email: redrockcomms@outlook.com

Visit our Instagram page [@/redrockcomms](#)

Hi-Res images can be found here ([link once have images](#))"

Goals



First client and top tier coverage

In our first year of being a live agency, we would like to have one client we are working directly with on supporting their eco journey into the industry. We would like to achieve 3 top tier media articles for our first client too.

More clients and industry events

By year 2, we will have a few clients we are working closely with on changing the eco consumerism industry and elevating it. We hope we will be working on some industry events and networking mixers in order to build an eco community amongst the PR industry.

The go-to

In our third year of being a live agency, we will have our foot firmly in the ground and constantly working with upcoming sustainable businesses to place their name in the consumer spotlight. I hope that at this point we will be the go to PR agency for sustainable consumerism and eco influencer strategies.

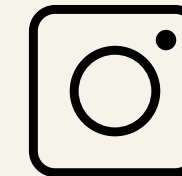


↘ Contact Us



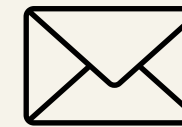
Website

www.redrockcomms.com



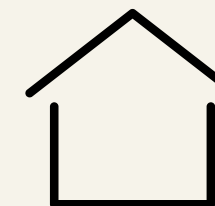
Instagram

@redrockcomms



Email

redrockcomms@hotmail.com



Office

Projects The Lanes, Nile House,
Nile St, Brighton BN1 1HW



Thank You!