

A man with braids, wearing a black t-shirt, is showing a camera to two women at night. The woman in the center is wearing a black top and a black skirt, and the woman on the right is wearing a white dress. They are standing in front of a building with lights.

ROCHELLE WHITE COMMUNICATIONS

DEFINING, ALIGNING AND SUPPORTING
BRAND GROWTH THROUGH CULTURE.

2024

Why work with us?

9 times out of 10, we're your audience and are no doubt invested in your brand as a consumer.

We know that every brand is different and now more than ever consumer attention and behaviour is adapting and changing fast and to keep on top of it can be time consuming. That's where we come in, we'll work with you to define and align what you stand for and best ways to reach your audience. With our expertise we'll support you to build strong marketing communications that translate across demographics - Gen X, Millennials, Gen Z and Gen Alpha on a deeper level. *(Yeah, we know Gen Z and Gen Alpha can be tricky to navigate, but we'll do it together).*

We help you navigate and understand different communities and lifestyles that exist within society. This includes cultural and niche interest groups and online communities that are often missed or not marketed too. From concept to delivery, RW Comms is your partner in creative storytelling and brand building.

A group of people at a social gathering, possibly a bar or club. In the foreground, a man with a beard and short dark hair is holding a glass of dark liquid with a straw. He is looking towards the camera and pointing his right index finger. To his right, another person is holding a similar drink. In the background, a woman with long dark hair and sunglasses is visible. The scene is dimly lit with warm tones.

Your goals + our creative vision = results. Simple!

2024

Brand activations and Experimental marketing

Yeah... we kinda still believe that there is a need for old school marketing and advertising, but there is also a need for more IRL activations and experimental experiences. We understand that brands need to be doing more to reach and engage with audiences across demographics.

Sometimes, it's hard to break through the noise and stand out with the same old approaches. You need to be able to capture your audience's attention and this is where experimental marketing and activations come into play. Many brands have been tapping into this and over the past few years it's grown in popularity. It helps to position you (the brand) and be in the mind and eye of your target audience, plus it will have a direct impact across comms channels #facts.

DON'T BELIEVE US... WE GOT #FACTS

Brands can utilise experimental marketing to cultivate and build their own micro-communities by tapping into relevant sub-groups. 54% of Gen Zs say that their favourite brands are the ones that make them feel like they're part of a community.*

***Vogue Business**

77% of Gen Z consumers would be more inclined to buy from a brand that created experiences that made them feel involved.*

***BOF**

71% of consumers expect companies to deliver personalised interactions. And 76% get frustrated when this doesn't happen. Gen Z consumers value uniquely tailored experiences and are more likely to choose brands that understand and cater to their individuality.*

***Sailthru**

43% of Gen Z consumers think it is important that physical high street stores offer immersive experiences.*

***YOUTH TREND REPORT 2023**

84% of Gen Z say that their favourite brand treats them like an individual.



Brands who prioritise personalisation across their marketing have a competitive advantage. Younger consumers want to be known and understood as that's what they value in brands. We've even written a few blogs about this ([Zalpha Generation](#)).

71% of these consumers want brands to deliver personalised interactions, and a massive 76% get frustrated when this doesn't happen.

By creating and investing in these experiences they are more likely to choose brands that understand and cater to their individuality. It's about building genuine relationship that can rise above your competitors, and convert casual customers into loyal brand ambassadors.

The what and how

Ideas and concepts

We work with your marketing team to identify where the best opportunities are and how we can utilise them. We'd develop an activation concept that aligns with your objectives, message, identity and most importantly audience.

Plan and execution

We can work and support your in-house teams or come in and run and manage the whole thing for you. From organising the guest list, to working and handling VIPs to Creator and media invites we've got you covered. We're well versed in all level and sizes of activations/events.

Brand partners

We're pretty well connected and as a result we'll look and explore opportunities to bring these collaborations together - there's power in numbers and collabs. We'll combine all of these to bring the activation to life in a more dynamic way.

Analyse and report

You can't argue with facts. So, when it comes to tracking and monitor activations, we will be monitoring the performance during and after. We'll create a report and you'll have valuable data to see and understand performance. With this insight you'll be able to use it alongside your other data. It will provide you with how the activation went down and provide a blue print or recommendations for future activations/ partnerships.



ASOS

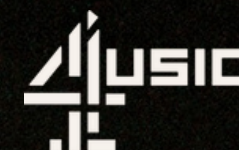
BOXPARK

NUGHTY

SAMSUNG

Scholl

Too Faced
COSMETICS



LANDING

FORTY TWO

THE LEADENHALL BUILDING
CITY OF LONDON

2024



Hello
my name is
DJ 6x4

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Office: [+447388 438560](tel:+447388438560)

www.rochellewhitecommunications.com

emailinfo@rochellewhiteagency.com

newbusiness@rochellewhiteagency.com

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