

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 dress and holding a camera. 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 man with dreadlocks is wearing a black and orange puffer jacket. He is standing in a snowy environment with a brick wall and a window in the background. The scene is dimly lit, suggesting a winter or evening setting. The man is looking slightly to the right of the camera.

Your goals + our creative vision = results. Simple!

2024



MARKETING & PR

We have a strong background in marketing and PR. We can work with you to create or maximise a full 360 strategy that supports brand growth across channels. We'll get you seen and support campaign launches that will gain national coverage.



BRAND

From brand building, partnerships and activations we'll develop events and pop-ups that connect you to your target audience. This helps build customer loyalty and engage with them in IRL as well as online. We'll connect you with relevant brand partners who match your audience and goals.



PRODUCTION

Our team of diverse and in-house creatives can produce a range of content styles that can be used across editorial, short and long -form, social channels and OOH. This allows us to work with you in the best way and help create bespoke campaigns that engage, connect and relate to your audience. All while keeping your brand message.



CGI CAMPAIGNS

Looking to create some sharable and even viral content? We can work with you from concept ideas to creation and delivery. This is becoming one of the most popular, talked about and sharable content across social channels and we're ready to help you stand out.



ADVERTISING

We're your perfect partner for advertising. From concept to delivery, we handle everything from media planning & buying, creative and production. We'll develop AD campaigns that resonate with the right audiences in the right places. No wastage, strong creative and storytelling.

Understanding consumer behaviour

We're experts in youth culture especially Gen Z and Gen Alpha consumers. We know how to leverage these audiences and understand their spending power, habits online and how they relate to marketing messages and brands. This helps us create bespoke strategies and campaigns that resonates and reaches them. We're the perfect blend of traditional and digital practices that best serve the brands we work with. We take the time to understand each clients goals and objectives to deliver the best results. We utilise market research, data and analytics to help understand key audiences and demographics, which as a result helps build stronger campaigns and allows us to predict emerging trends, blind spots and most importantly opportunities that give our clients the best advantages.

DON'T BELIEVE US...

CAMPAIGN: BOUNCE PROTEIN BALLS (UK)

- Reached 2 million+ people across Instagram and Facebook.
- 75% increase in engagement and a 40% increase in search traffic
- Collaborated with influencers and Amy Williams MBE and achieved a 35% increase in average customer spending on Bounce Protein Balls.

ROSCA - MUSIC SINGLE 'JACK'

- Gained over 8,560 new followers (organically)
- Gained re-shares on Insta via SANTAN (UK Rapper),
- Gain multiple press coverage across all media's such as;
- ITV This Morning
- BBC News/ BBC Radio 4/ BBC Radio 5 Live/ BBC Radio 6
- SKY News
- Newsbeat
- GMB
- Raised over £5,060 for his single via Go Fund Me

“WE PARTNERED WITH RW COMMS AND SOME OF THEIR CLIENTS FOR THE LAUNCH OF SAMSUNG KX SPACE. THEY WERE GREAT TO WORK WITH AND HAVE ENERGY. THEY'RE VERY COLLABORATIVE AND A JOY TO WORK WITH.”

SAMSUNG KX - MARKETING & EVENTS MANAGER

“We worked with House of VOGA and Rochelle White Communications back in 2018 and 2019 for Snowbombing activation. Rochelle and JuJu were great to work with on this partnership. Professional and the whole process was smooth. We gained great additional doubly page coverage in Cosmo due to Rochelle and HOV.”

SNOWBOMBING
Head of Brand partnerships

“We would recommend Rochelle and her team to do your PR. Not only are they always on the ball, but they are quick to react and reliable in getting things like quotes and comments over at short notice.

We would highly recommend.”

THE DAILYMAIL

“We would highly recommend for overall marketing, Creator and event support. We decided to use Rochelle and her agency as she had a good understanding of the US market for Coachella. We really liked her and her knowledge of US creators. Although from the other side of the pond they were amazing. Great campaign performance and ROI.”

NATALIE. M - SALSIT (US)
Owner

“We worked with the team on content creation and we have to say, they really captured our brand, the look and feel and who we’re targeting. It’s like our brand is telling a story but through images - we’ve never had that before. Game changer. Looking for a fresh eye on your brand, we would recommend RWC.”

KIM. W - CUROLOGY (US)
Head of Brand and marketing

“We worked with RWC on the launch and brand partnership of ASOS 4505 X House of VOGA. They had a clear vision and concept for pop-up events and activations. They understood the ASOS brand and really delivered. They were great to work with and the whole process with both teams was easy, clear and simple.”

ASOS
PR & Marketing

“I’ve been working with Rochelle for many years on PR and I have only good things to say. She is one of my go to PRs/ contacts for many things and is a dream to work with. A true expert in PR and understanding what we need as journalists.”

FREELANCE JOURNALIST
Across beauty, fashion and editorial



ASOS

BOXPARK

GRAZIA

this morning

itv



NOCTY

SAMSUNG

LANDING
FORTY TWO
THE LEADENHALL BUILDING
CITY OF LONDON

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