

JOHNNY RED MEDIA

**SERVICES PACK
2023**



Inspiring editorial for aspirational brands



WHAT WE DO

**WE BREATHE
LIFE INTO
BRANDS.**

WHO WE ARE



It's long been said that customers don't buy your product, they buy your brand. They buy the dream, the lifestyle, the experience you promise.

Johnny Red Media has a proven track record in helping brands deliver their message. We can build your dream and then communicate it to the people who matter.

Through copywriting, PR and brand management, we take the task of communication on board and deliver it for you. We build personality, soul, and character through engaging content, gripping prose and the ability to effectively reach your audience.

We work with some of the best-known sports and lifestyle consumer brands, and love to nurture emerging stars.

If you need someone to breathe life into your brand, talk to us.

Graham Hutson
Founder, Johnny Red Media

graham@johnnyred.co.uk
+44 7776 152068



WHAT WE CAN DO FOR YOU

Johnny Red Media can help you with PR, copywriting and marketing services across your business.

Public relations

- Outreach
- Press releases
- Mailing lists
- Point of contact

Copywriting

- Landing pages
- Newsletters
- Social media
- Product copy

Brand management

- PR & copy
- Strategy
- Social channels
- Tone of voice

Creative strategy

- Creative Strategy
- Creative Direction
- Content Production (Stills + Films)
- Campaign Management





Photo by Danny Howe on Unsplash

THE TOOLS YOU NEED TO BE HEARD

The public relations toolbox is a crucial aspect of a dynamic business.

To effectively grow your brand, your relationship with the publications who should be talking about you must be lively, amicable and relevant.

We know how to give your brand the best possible chance of securing the exposure you need.

As your PR people, we will reach out with news, maintain relationships with journalists and ensure your brand is always in the mix.

We can also provide PR support, picking up queries, interview requests and acting on your behalf to manage communication and maintain brand integrity.

We have the tools, the experience and a track record with the finest brands.



NEED COPY? WE HEAR YOU

Johnny Red Media works with bloggers, writers and brand owners to edit and refine copy prior to publication. Our client list is wide and varied and includes academics, consumer brands and authors.

We offer fixed-rates for brand owners with small-scale (500 words or less) requirements, social packages for all your social media content, or a comprehensive package for unlimited social and everything else.

We can also tailor a package to suit you. Just need us for a day? No problem. Bigger project? Let's talk.

Contact us for more information.





CREATIVE ENRICHMENT STARTS HERE

Matt Brown has worked with some of the world's leading brands, developing creative strategies and delivering engaging content.

Over more than a decade he has helped build a strong cultural and community relevance for brands including Red Bull, Rapha, Pepsi and Heineken, developing new and novel approaches and fostering long-term relationships to strengthen brand identity.

He recently worked with technical clothing startup [Early Majority](#) on their latest campaign shoot (right).

Matt brings with him a network of photographers, filmmakers, writers and designers.

He is equally comfortable developing a creative strategy for you or working with you as part of your team.





LEAVE IT ALL TO US

Running a brand is a time consuming business and if you're not familiar with the marketing and PR landscape, the enormity can be overwhelming.

We can devise and implement a bespoke strategy to develop your brand, driving it forward across all press and media platforms, including a full professionally branded press-room hosting all marketing information and press releases.

We can also design, maintain and drive traffic to your website, as well as negotiate affiliate marketing and paid partnerships with the relevant titles.

Brand management requirements tend to differ vastly from one organisation to another, and we would therefore suggest a detailed conversation to establish your needs and expectations.



CASE STUDY



MINT FOR MURRAY

When Andy Murray walked out onto the court at Wimbledon in 2021, he was wearing a revolutionary new AMC 'Stade' merino kit which he designed alongside the team at Castore, in which he is also a shareholder. It might not have got him very far in the competition, but the kit received blanket media coverage, with more than 100 titles globally running the story. The Stade kit was mentioned everywhere from a specialist tennis magazine in New York to the BBC's in-match commentary. Johnny Red Media was instrumental in the rollout of the media campaign, working with Woolmark in Australia to get the message across.



VELOBICI FINDS THE GREEN WAY

Sustainability is central to Velobici's entire philosophy. The UK-based premium cycling apparel brand has introduced environmentally responsible processes across its operation, from the sourcing of fabrics and materials, to packaging and couriers. It has also committed to planting a tree for every 10kg of goods shipped.

This commitment is one the company is rightly proud of and something it would like to use to inspire others in the industry. Johnny Red Media was instrumental in shaping Velobici's environmental statement, ensuring every measure taken as it moves towards its goal of becoming fully carbon neutral was simply explained.

You can read Velobici's environmental statement [here](#).

CASE STUDY



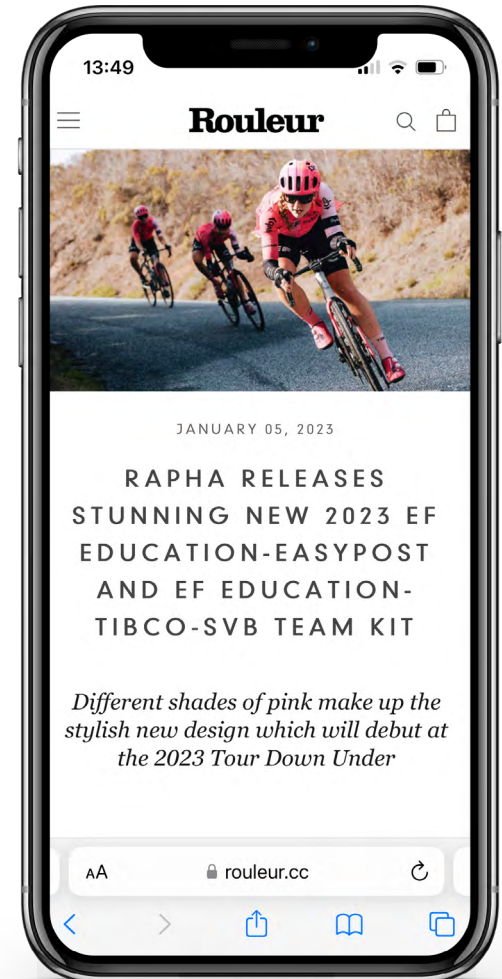
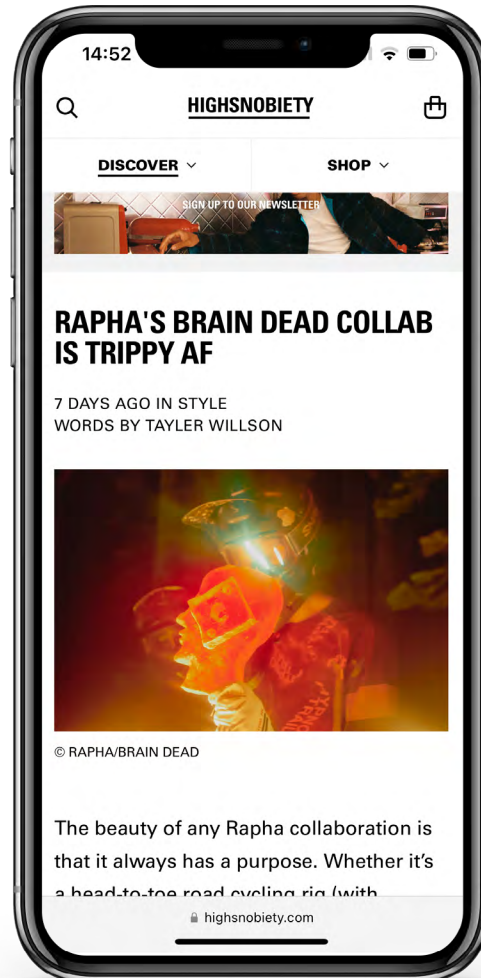
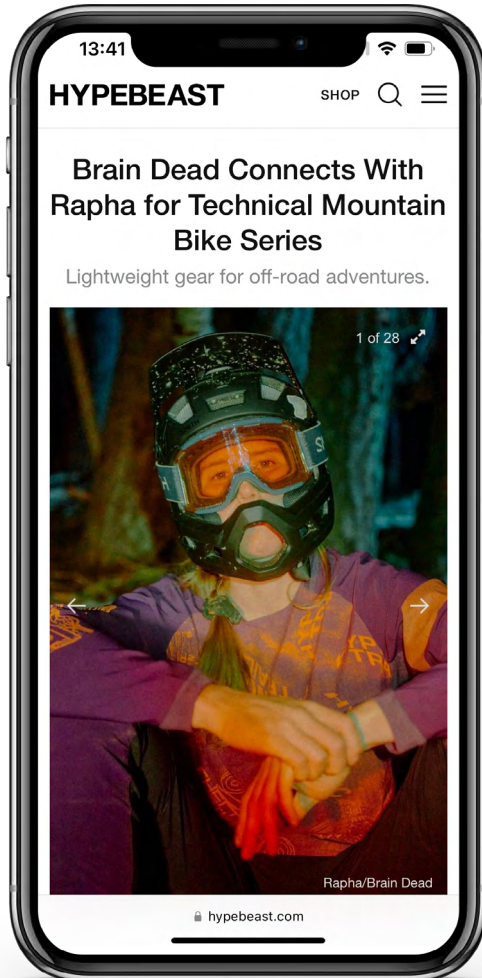
RAPHA FOR THE WIN

Since 2016, we have enjoyed an ongoing relationship with UK cycle brand Rapha Racing. This presently involves providing PR support looking after UK press, and has also included global PR co-ordination and copywriting.

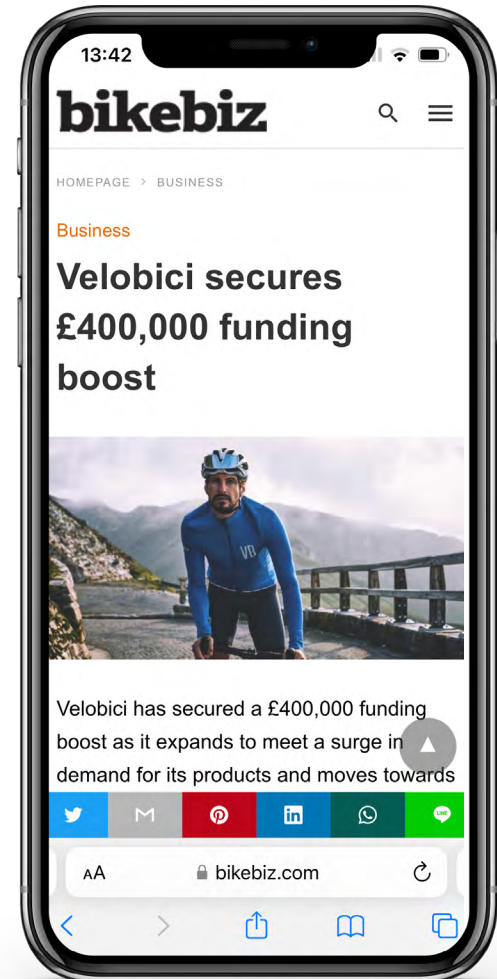
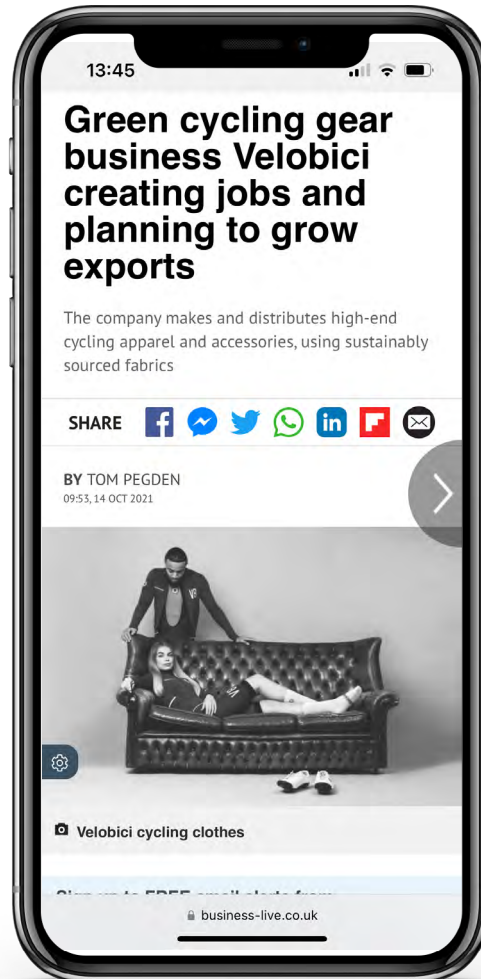




RECENT COVERAGE



RECENT COVERAGE





CLIENTS AND FRIENDS

velobici

ENGLAND MADE

We're honoured to work with some of the most inspiring players in the business.

We take pride in establishing lasting working relationships that often span years, and we've continued to work with some clients since our inception in 2018.



SANVT

Rapha®

isolés®

CUBITTS



CASTORE

KILLER
COLLECTION



TESTIMONIALS



“I’ve had the pleasure of working with Graham as part of the internal PR team and on external projects between Rapha and Johnny Red Media between 2017-2020. Graham has a natural curiosity which is invaluable when working across PR projects and his experience in journalism brought a fresh perspective to the company and Rapha’s PR efforts. He’s also a talented, trustworthy copywriter who always delivers on deadline and possesses a creative flair, making every press release unique whilst well industry grounded.”

Marta Gut
Global PR Manager
Rapha Racing

“A Johnny Red press release stands out from a crowded inbox for all the right reasons. Whether it’s a particular brand he’s working with, a new product launch or simply an engaging piece of copy, Graham knows what it takes to get my attention. His past as a journalist on national newspapers is apparent - balancing brevity and detail is a real art - and is always happy to oblige with any requests.”

Luke Sikkema
Writer
The Times / The Sunday Times

“We took on the services of Johnny Red Media in 2018 to look after our media relations, copy and brand consultation. We’ve worked together ever since and Graham has played an integral part in shaping the brand, ensuring the media are always informed about our latest developments and helping Velobici to find its voice in an increasingly crowded market. He has become a valued member of the team and his input and expertise have proven indispensable.”

Chris Puttnam
Managing Director
Velobici

“Having worked with Graham and Johnny Red Media for many years, I can say with confidence that he’s shown the same professionalism in every endeavour that he’s taken on, seamlessly moving from press to PR, showing an adept skill and finesse when talking to the media that you can only achieve from having dined at the same table.”

Ben Hobson
Digital Editor
Runner’s World



“As Desire editor at Rouleur magazine, I worked with Graham and Johnny Red Media for a number of years. His professionalism in public relations is terrific, and due to his journalistic background, he has a great understanding of the media. I’d happily have him represent my brand to the press. Highly recommended.”

Stuart Clapp
Former Editor, Desire
Rouleur Magazine



THANK YOU





Contact:

Graham Hutson, founder
graham@johnnyred.co.uk
+ 44 7776 152068