

THE
RABBIT
AGENCY LONDON

AGENCY OVERVIEW

2024





Follow the Rabbit for your way around London

The Rabbit Agency London offers a competitive, solution-orientated, well-designed and comprehensive marketing service package to elevate your brand in the UK market.

We offer the experience of our dynamic and proactive team to help your brand achieve unrivalled success in and around London.

About The Rabbit Agency



The Rabbit Agency London is a leading marketing agency dedicated to helping your brand reach its full potential in the UK market. We offer solution-focused business development services including Outdoor Marketing, Influencer Marketing, Visual Marketing, Event Planning, Business Development, PR & Branding and Content Creation.



A Brief History

Founded in 2023 by Irem Berberoglu, The Rabbit Agency London was born out of a vision to revolutionize the marketing industry, especially in the digital field.

With over a decade of experience in London's influencer and marketing world, Irem recognised the need for an agency that goes beyond traditional marketing approaches. Since the beginning, our aim has been to make our mark in the marketing world by making each brand stand out with its own unique story. Creating a community where brands and influencers can network, support each other and grow together has been the cornerstone of our success.

Inspired by the cultural diversity and energy of London, we blend our global perspective with local knowledge. The extensive experience we have gained in various sectors, combined with the passionate and dynamic approach of our expert team, enables us to provide superior service to our customers. By prioritising customer satisfaction above all else, we achieve targeted, measurable and effective results in every project.

Our Services



OUTDOOR
MARKETING



INFLUENCER
MARKETING



VISUAL MARKETING



PR & BRANDING



CONTENT CREATION
(UGC)



EVENT PLANNING



BUSINESS
DEVELOPMENT

We are more
than just an
agency; we
are your UK
brand
ambassadors.

Not only do we work for your brand, but we work with your brand and alongside your team. Consider us your UK ambassadors. We treat every client and brand as our own, striving to deliver exceptional results each and every time.

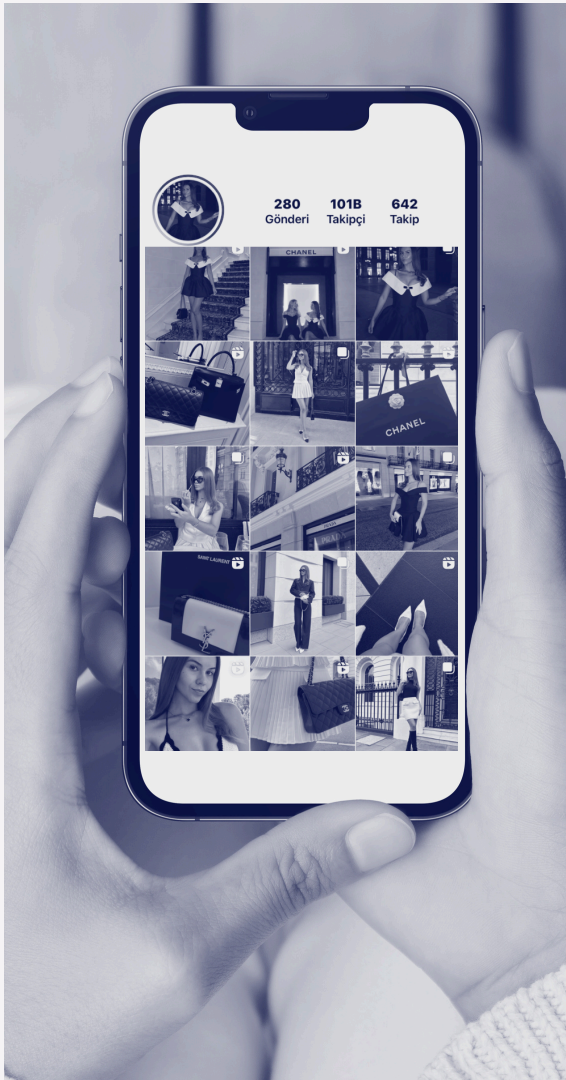


Outdoor Marketing

We offer extensive access to prime advertising spaces in prominent locations including buses, metro stations, train stations, and billboards across major cities such as London, throughout the UK, and across Europe. These strategically placed outdoor advertisements are designed to maximize your brand's exposure and visibility, ensuring your message reaches a diverse and engaged audience.

We offer a solution-orientated approach for brands from Turkey looking to expand into the London and European markets. Thanks to our local experts, we help you overcome regional challenges quickly and effectively. With our tailor-made strategies, we ensure that your brand reaches the right audience in the right places and reaches your targets quickly and efficiently.

Influencer Marketing



In today's digital world, influencer marketing is one of the most powerful tools for brands to communicate directly and effectively with their target audience. With our extensive database of carefully curated influencers, we ensure that your brand resonates with a highly engaged and precisely targeted audience.

With more than 10 years of lived experience and deep knowledge of the country's internal dynamics, we find the right influencers for the right brand with the right strategy. Our influencer marketing strategies go beyond traditional approaches, utilising influential voices to deliver compelling product reviews, persuasive sponsored posts and innovative campaigns

This includes collaborating with individuals on special campaigns and organising group influencer trips, which are becoming increasingly important today. These endeavours are meticulously designed not only to reinforce your brand's message, but also to build meaningful and lasting connections with potential customers. By collaborating with trusted influencers who authentically reflect your brand values, we create impactful experiences that drive engagement and encourage true loyalty.



Visual Marketing



In a world where everything is marketed with photos and videos, visual marketing is indispensable to increase the visibility of your brand and create demand by sparking curiosity. Creative and attention-grabbing visual content effectively communicates your brand's message while engaging your target audience. This comprehensive approach ensures that your message reaches a wide and diverse audience, maximising your brand's visibility and impact. These strategies not only get your brand noticed, but also create an affective connection with your target audience and build long-term customer loyalty.

Our visual marketing service offers advertising opportunities for brands in local and regional print media as well as digital news platforms. This includes newspapers, magazines and their online equivalents. We also work with some of London's biggest newspapers to deliver not only classic adverts, but also promotional features designed to highlight your brand.

Content Creation

UGC

User-generated content (UGC) is the most organic and effective way to advertise as it showcases real experiences and feedback from real users. With our expert team, we prepare effective content that will spark the curiosity of followers.

With our extensive influencer database, we connect your brand with the right audience and ensure that your message reaches the people who matter the most. By utilising authentic content created by real users, we help you build trust and deep engagement with your audience.

This approach naturally and effectively amplifies your brand's message, creating a ripple effect of genuine endorsements and increasing your brand's credibility and reach. Our strategy focuses on harnessing the power of user-generated content to drive meaningful interactions and long-term loyalty.



**get
people
talking
about
your
brand.**

PR & Branding

Strategic PR campaigns and personalised branding strategies that align with your brand's core values are critical to strengthening your brand's reputation and increasing brand awareness. We specialise in creating meticulously planned PR campaigns that resonate deeply with your target audience through events such as exclusive dinners and outings with journalists and editors.

We leverage our expertise in strategic communications and brand presence to help your brand achieve greater visibility and credibility. By focusing on authenticity and engagement, our approach helps you build meaningful connections with your target audience and position your brand strongly in the competitive landscape. In this way, we contribute to the growth of your business and ensure the long-term success of your brand.



Event Planning

We specialise in event planning and execution to increase brand awareness and customer loyalty. From venue selection and promotion to flawless execution, we handle every detail to create memorable and engaging experiences that intrigue attendees and showcase your brand at the highest level.

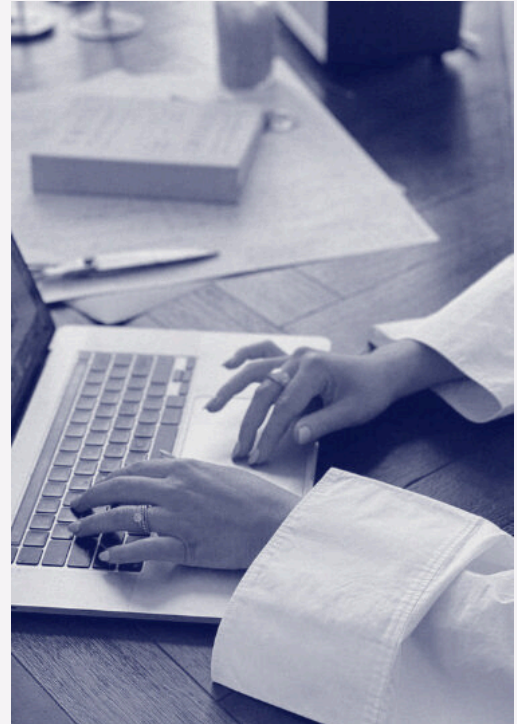
Our expertise ensures that every event is tailored to reflect your brand's values and objectives, leaving a lasting impression and developing deeper relationships with your customers. In this way, your brand's awareness and standing is strengthened for both the participants and the audience, contributing to the growth of your business.

Business Development

Business development is the main subject of all the work we do and describes a unity with all the sub-branches. While moving forward in the commercial life of brands, business development activities can be done in an integrated manner with all these branches and our experience in these branches is critical for the growth of your brand

Understanding your brand values and identifying your target audience are vital steps to strengthening your brand. We specialise in developing brand identity by identifying core values and effectively connecting with your desired demographic. Our comprehensive approach combines comprehensive market analysis, strategic planning and personalised branding solutions to differentiate your brand from the competition.

In this process, we aim to create strategies that resonate authentically with your target audience, increase engagement and encourage long-term brand loyalty. Our business development activities maximise your brand's potential in all areas of marketing, PR, visual marketing and event planning, helping your brand gain a strong and permanent place in the business world. With our experience and innovative approach, we are here to ensure the growth and sustainable success of your brand.



Portfolio



Contact Us



www.therabbitagency.co.uk



london@therabbitagency.co.uk



+44 7549288450



Linen Hall, 162-168 Regent St.
