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#### Key Specialisms

⊗ Chemicals

⊗ Sustainability & Environment

⊗ Digital Services &  
Technology Hardware

⊗ Food and Drink

⊗ Healthcare

⊗ Transport and Vehicles

#### Brussels Office Since

📅 2015

## About Red Flag

### Firm Description

Red Flag is a specialist campaigning agency founded on the idea that politics, regulation and global movements are becoming more difficult for companies and interest groups to understand and navigate. Traditional strategies – built on evidence and access – struggle in fast-moving environments that reward novelty and noise.

Unlocking policy problems demands much wider campaigning approaches that attach political risk and reward to decisions – by driving media attention, citizen engagement and online debate.

We are a multi-award-winning campaigns and issues management agency with a strong record of representing trade associations, companies and organisations in Europe and globally.

Driving EU-focused campaigns since 2013, Red Flag expanded its presence in Brussels in 2015 working for our clients on regulatory issues, strategic communications, reputation management and public affairs.

### Ownership Structure

Independent, management owned.

### International Structure

Red Flag runs its global operations from a network of nine offices: Brussels, Dublin, London, Washington DC and Cape Town.

### Key Strengths

Red Flag's campaign and strategic communications team are drawn from the worlds of politics, media, diplomacy, European political institutions and business, from large multinationals to start-ups and incubators.

Our team operates at the intersection of these spheres, understanding how strengths in one can be leveraged to solve problems in another. We specialise in changing the atmosphere and framing debates ensuring that the right messages are delivered by the right people at the right time.

Red Flag gathers reliable intelligence, tests it, analyses it, and presents our clients with recommendations. We ensure that every threat to our clients is identified and addressed, and every opportunity is capitalised upon.

### Key Clients

British American Tobacco, Counter Extremism Project, Diageo, EDiMA, Free Now, Google, spiritsEUROPE.

### Thought Leadership

Red Flag has several ongoing series, featured on our website and digital channels, where the teams from all our offices shares insights. Check out our latest pieces on policy, communications and why campaigning matters on our LinkedIn page.

### Testimonials and why clients like to work with us

It was a pleasure working with the Red Flag team. They provided us with communications expertise that allowed us to bring across our messages in a credible and effective manner, maintaining our professional integrity throughout the process. Red Flag truly stands apart from its counterparts in its understanding of the complex landscape that organisations such as EDiMA face; reaching a very diverse public in Brussels and across the EU on technical issues.

Siada El Ramly, Director-DOT Europe

# RED FLAG

THE MULTI-AWARD-WINNING AGENCY

# WE SOLVE PROBLEMS

[thisisredflag.com](http://thisisredflag.com)

**RED FLAG**

**WINNER**  
Crisis  
Management



**WINNER**  
Reputation  
Management

Brussels | Dublin | London | Washington DC | Cape Town