

**Office Address**

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Brussels Office Since

📅 2015

Key Specialisms

- 📍 Digital Services & Technology Hardware
- 📍 Food and Drink
- 📍 Healthcare
- 📍 Chemicals
- 📍 Sustainability & Environment
- 📍 Agriculture & Agribusiness

About Red Flag

Firm Description

Red Flag is a global strategic communications, public affairs and campaigns agency with a strong track record of delivering impactful campaigns at EU level and globally. Red Flag was 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 strategic communications and public affairs agency with a record of representing trade associations, companies and organisations in Europe and globally.

Ownership Structure

Since February 2025, Red Flag is part of Ankura Consulting Group LLC, an independent global expert services and advisory firm delivering services and end-to-end solutions to help clients at critical inflection points related to conflict, crisis, performance, risk, strategy, and transformation. Ankura has more than 2,000 professionals serving more than 3,000 clients across 55 countries.

International Structure

Red Flag runs its global operations from a network of five offices: Brussels, Dublin, London, Washington DC and Cape Town, supported by a wider Ankura network of offices in 35 countries.

Key Strengths

Red Flag solves business-critical problems for some of the world's largest companies and trade associations. Our teams are expert strategists and campaigners. Our clients win in politics because we anticipate, interpret and tackle risk.

We operate at the intersection of digital campaigning, strategic media and political advocacy, understanding how strengths in one can be leveraged to solve problems in another.

Our EU Affairs team works with the biggest organisations, corporations and NGOs from across the world to shape stakeholder and public opinion about an issue or problem with the goal of raising awareness, changing perceptions and influencing public policy.

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

Diageo, Google, OpenAI, Rio Tinto, SHEIN Group, viagogo, European Breakfast Cereal Association (CEEREAL), IPOPI, International Flavors & Fragrances (IFF), Kerry Group, World Spirits Alliance (WSA), British American Tobacco (BAT).

Testimonials and why clients like to work with us

"Red Flag understands our issues but more importantly they understand how to cut through the noise in busy policy debates. Their communications strategies are smart and dynamic and their execution is rapid and reliable."

Karl Ryan, Corporate Communications Manager, Google

"Red Flag has an in-depth understanding of how media and policy interact. To make your voice heard in today's fast-moving media & policy debates you need skilled communicators who make complex subjects understandable and know how to engage journalists and stakeholders: Red Flag does this superbly".

Ulrich Adam, Director General of spiritsEUROPE

RED FLAG

THE MULTI-AWARD-WINNING AGENCY

WE SOLVE PROBLEMS

thisisredflag.com

RED FLAG

WINNER
Crisis
Management



WINNER
Reputation
Management

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