

Marrakech 2015-11-19

**CUTTING EDGE COMMUNICATIONS AGENCY LAUNCHES IN MOROCCO**

In November 2015, Red City PR, a new agency offering innovative solutions for communications and production services, launched in Marrakech by four experts with international backgrounds in branding and marketing “Our agency is a results-oriented one-stop-shop for communications committed to building strong brands, creating positive awareness and increasing sales for our clients. Red City PR is also the go-to English language agency for professional and trouble-free support for photo and film shoots in Morocco”, says Maryam Montague, the agency’s lead for digital and social media.

“Our team draws its strength from high level experience in multiple countries, combined with in depth local Morocco knowledge. Our backgrounds include work with a wide spectrum of companies and organizations, from small to large, commercial to non-profit, listed and unlisted, as well as government bodies and agencies”, explains Per Sjödell, the agency’s lead for strategy and brand building.

“Our competence comes from working in retail, fashion, publishing, film, theater, tourism, hospitality, and design, as well as government programming. Red City PR has a wide network, both in Morocco and internationally. We call ourselves “GLOMO”, global and Moroccan”, says Patrick Benjaminsson, the agency’s lead for PR, CRM and marketing.

“We develop cost-effective and creative solutions for our clients, particularly those who are looking for excellence in branding, performance, and creating buzz in Morocco. Red City PR works with Moroccan companies who want to improve communications, as well as international companies who want to enter the Moroccan market. We also know the best spots in Morocco and support all practical aspects of photo shoots.” elaborates Chris Redecke, the agency’s lead for productions, legal, scouting and logistics.

***APPENDIX – OUR TEAM***

**MARYAM MONTAGUE**

With a distinguished career of professional work in 30+ countries in Africa, the Middle East and Asia, combined with over a decade of Morocco experience, Maryam brings to the team international expertise and local savvyin communications. She has worked with government agencies, non-profit organizations and the media, ranging from the US Agency for International Development and British DFID, to CNN. A multiple winner of the International Weblog Awards, Maryam is one of the continent’s leading social media experts. She has provided training on social media strategies and public speaking techniques in Algeria, Egypt, Iraq, and Morocco. A celebrated author, stylist and social entrepreneur, Maryam has been featured in 100+ media outlets. Maryam acts as the team’s lead for social media strategies & execution, copy writing, and public speaking, as well as the firm’s principal liaison for government agencies and social businesses.

**PER SJÖDELL**

With over 20 years’ experience in strategic communications, global brand building and sales creation, Per brings executive leadership to our team. He has extensive knowledge of retail and FMCG (fast moving consumer goods) including fashion, food, interior design and omni-channel/e-commerce. He has served as Managing Director of Fiskars (including the iconic brands, Iittala and Royal Copenhagen), as Chairman of the fashion chain Lindex, and Managing Director of the fashion brand Gant. His work in PR and communications includes as, Chairman of the design & brand agency, Identity Works, Project Director of the Abrakadabra Advertising Agency, Communication s Manager of ICA, and Global Marketing Director of fashion powerhouse, H&M. Per serves as our firm’s lead on executive communications and brand building and will act as the principal liaison for fashion brands and FMCG.

**PATRICK BENJAMINSSON**

A foremost expert in in communications, marketing, PR and sales, as well as brand and business development, Patrick brings to our team solid competence in communication strategies, digital and social media, direct marketing and Customer Relationship Management (CRM). With a background in film, theater and publishing, he has served as Head of Communications (brand, marketing, PR & sales) at the Royal Dramatic Theater of Sweden, Business Area Manager and Marketing Manager for the Swedish publishing company, Norstedts, Marketing Manager for the Scandinavian film company, Sandrew Metronome, and Scandinavian Product Manager for the American publishing company, Reader’s Digest. Patrick acts as our team’s lead in marketing, PR, CRM, and TV & film productions, and is the firm’s principal liaison for companies within the cultural sector.

**CHRIS REDECKE**

As an American trained architect, entrepreneur, and project manager, Chris Redecke brings to the team three decades of “getting things done” in South Asia and Africa, including 14 years in Morocco. He has a background working in architecture and construction, including with John Sandy Associates, MacNamara Architects, and Imagine Design, as well as in project management and sourcing with life style brands, such as Peacock Pavilions and Tory Burch. He has a wide network within the Moroccan service sector and a solid understanding of Morocco’s legal system, including permit requirements for shoots & business operations. Chris serves as the team’s lead for sourcing, scouting and team logistics, and also acts as the firm’s principal liaison for work with architecture, construction and hospitality industries.

**For further information:**

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