



Senior-led PR & brand advisory.

A connected approach to credibility, culture and the moments that move your business.

We don't chase noise.
We build brands that last.

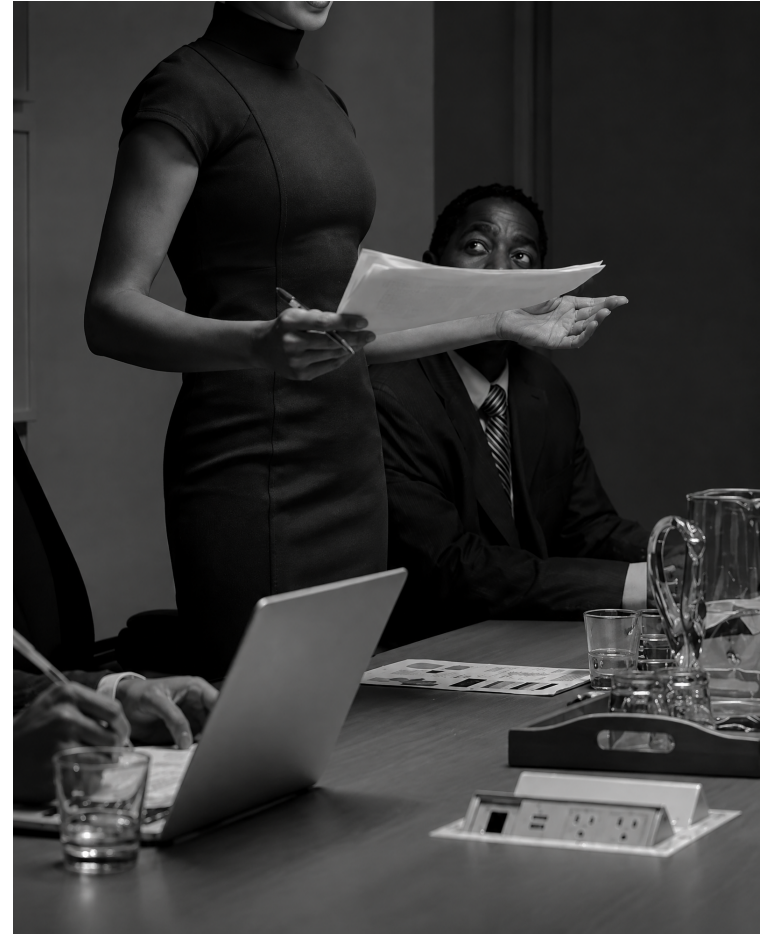
02 / WE ARE CONCRETE

Senior minds. Fully invested.

The Concrete Group is a senior-led global PR and brand advisory agency. We work as an extension of your executive team, connecting business strategy with the conversations that shape credibility and culture.

OUR REMIT

Communications strategy, social media, crisis communications, talent, influencer and brand partnerships.



03 / BUILT DIFFERENT

The right expertise. Right beside you.

A model built around your business, with senior leadership where it matters most.

01 **Embedded leadership**

We become an extension of your leadership team, with hands-on counsel close to the decisions that matter.

02 **Expertise on demand**

Senior talent is selected around your industry, your brief and the challenge in front of you.

03 **A team built to fit**

Specialized expertise comes together around the needs of each engagement.

04 **One coordinated effort**

We work across your agency partners and integrated agency team to maintain a unified strategic presence.

04 / AREAS OF EXPERTISE

Fluent in the worlds that move culture.

Deep experience across industries. A connected view of what is happening now and what moves markets.

Hospitality

Entertainment

Technology

Mobility

Beverage

Fashion

Luxury

Culture

Attention changes. Credibility must last.

A fragmented brand story is easy to miss. We unite communications around a lasting perception of who you are and why you matter.

01 **Earn trust**

Give people a credible reason to pay attention.

02 **Connect the story**

Build continuity across media, platforms and communities.

03 **Make it matter**

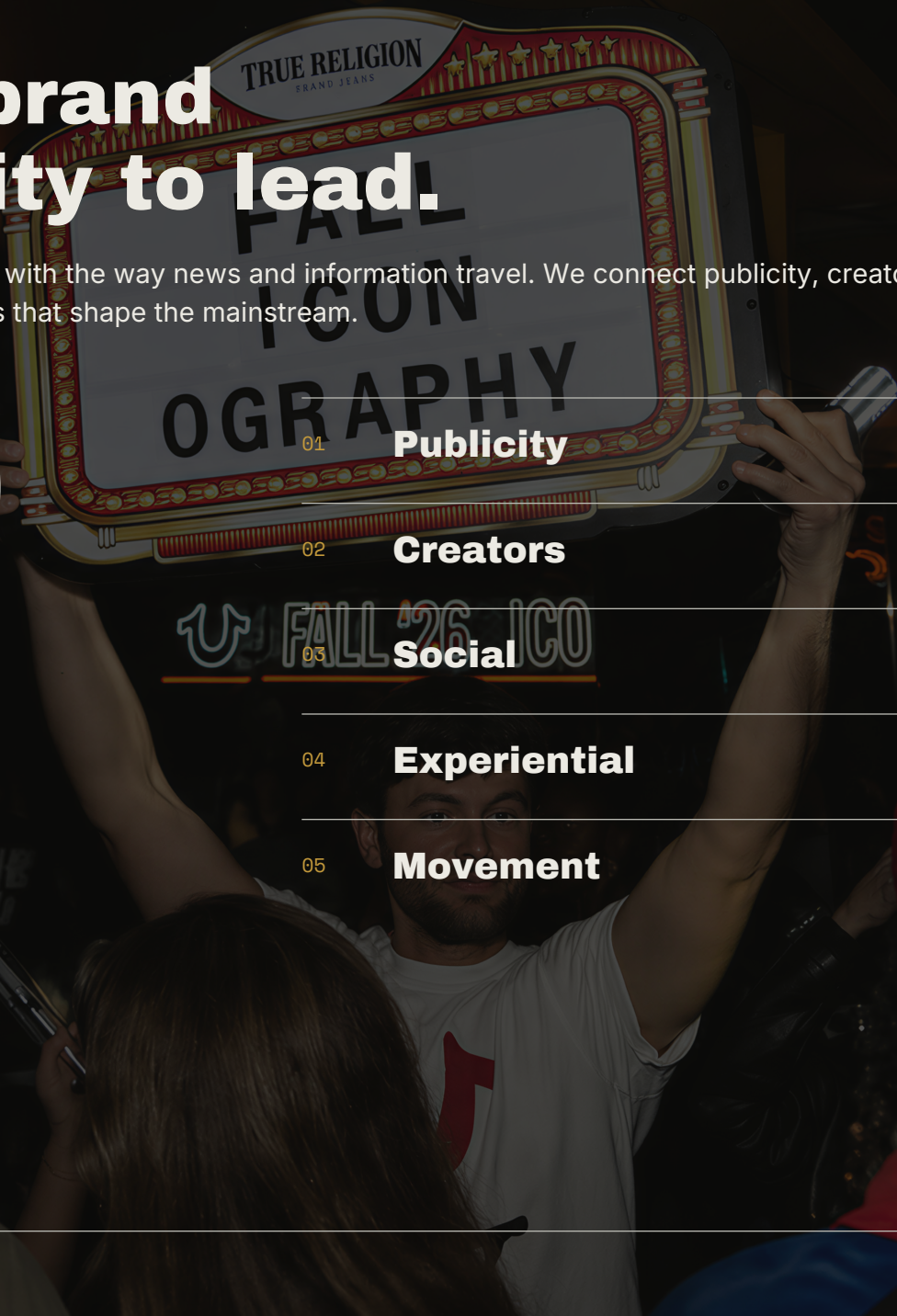
Find a meaningful role in the conversations your audience values.

Give your brand the authority to lead.

How we think about PR must evolve with the way news and information travel. We connect publicity, creators, social and experiences with the cultural spaces that shape the mainstream.

PR 4.0

Credibility
& culture.



01 **Publicity**

RESONANCE

02 **Creators**

INFLUENCE

03 **Social**

CONVERSATION

04 **Experiential**

IMPACT

05 **Movement**

SCALE & REACH

Start with people. Then choose the channel.

Audience behaviour guides the communications plan. Where people discover, who they trust and how they participate matter more than a channel checklist.

Discovery

Where does the audience encounter new ideas?

Find the right entry point.

Trust

Whose perspective carries weight?

Build around credible voices.

Participation

What makes people respond, share or take part?

Give the story a role in their lives.

08 / WHEN WE SHOW UP

At the moments that move you forward.

From a new beginning to a critical inflection point, we help your story meet the moment.



01 Market entry & category creation

Introduce something new and help the market understand why it matters.

02 Product launches & platform debuts

Give innovation a clear place in your brand's next chapter.

03 High-profile events

Bring precision and presence when the world is watching.

04 Rebrands, pivots & narrative resets

Make the strategic rationale behind your evolution clear.

05 Executive visibility

Build founder and C-suite presence through a credible point of view.

06 Crisis communications

Stabilize the situation, protect your community and ensure your truth is heard.

A press engine that keeps moving.

A sustained approach to finding the stories your brand is equipped to tell.

01 Read the moment

Monitor media and culture for relevant conversations and fresh angles.

02 Uncover the story

Find underused brand assets and legacy with the potential to become meaningful story hooks.

03 Build deeper impact

Connect the opportunity to a credible contribution your brand can make.



HYPEBEAST / SEPTEMBER 15, 2026

From attention to participation.

Bring a consistent point of view to the feed, the creator relationship and the community around your brand.

01 Influencer partnerships

Vet and manage talent whose values align with your brand.

02 Social strategy

Define how your brand shows up across platforms and communities.

03 Trend interception

Identify timely opportunities to enter and lead relevant conversations.

04 Community building

Create engagement frameworks that turn passive followers into active advocates.

Across brands. Across culture.

Experience across brands, partnerships and cultural moments.

 Truereligion	Moët Hennessy	SUNTORY	the Rumpus
 SILVER AIR PRIVATE JETS	UGG		

Build what lasts.

Tell us what is next for your business. Let's build the credibility and cultural relevance to support it.

LET'S TALK

YourAgency@theconcretegrp.com



SENIOR-LED PR & BRAND ADVISORY