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The Marine Social Responsibility Consultancy launches – dedicated to connecting brands and businesses with the health of our oceans and seas

Full-service marketing and PR agency, The Marine Social Responsibility Consultancy, has launched with the specific aim of helping brands, companies and organisations better connect with the issue of the world's marine health – leveraging the success and reach of businesses to positively influence change.

Agency co-founder, Matthew McKenna says: “For us, it's all about communications with purpose, with a laser focus on positively impacting the health of our oceans and seas. We are a passionate marketing and communications consultancy with a collective goal – to be the catalyst for brands and businesses to connect with this critically important issue in a meaningful way.

“Our team has a deep affinity with our oceans and seas and we have many years of marine experience, having worked with some of the biggest and most high-profile brands, organisations and charities within the marine sector.”

The new agency wants to connect businesses and brands to a much greater level with the issue of the planet's marine health by consulting and then developing bespoke, intelligently-crafted marine social responsibility marketing communications programmes.

Says co-founder Sarah Townsend: “A key issue is that while many brands and companies want to get involved and have a positive impact on the world's marine health – they don't know where to start. This is where we come in. We will work closely with them to consult, advise, research and then develop and help implement marine social responsibility programmes that will do some real good in the world. In doing so, we will help to enhance reputations, whilst spreading the marine social responsibility word. It becomes a virtuous circle.”

The new agency's team already has in-depth experience and expertise of marine conservation programmes, having worked with organisations such as the National Marine Aquarium, Ocean Saviour, TheYachtMarket.com, Sunseeker, Condor Ferries and BLUE Marine Foundation on a range of programmes including establishing marine reserves, educational outreach programmes, thought-leadership initiatives, marine global ocean clean-up projects and plastics reduction schemes through work its sister agency, McKenna Townsend, has undertaken.

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Says Matthew McKenna: “We are in an era of social enterprise and more so than ever before, the most respected and desirable companies and brands exist not only to be successful, but to use their success and influence to help solve social and environmental problems. Being marine socially responsible creates opportunities, drives innovation and gives back to the world and our communities which we live in. Together, we can help make a positive difference to the health of our oceans and seas.”

The agency will help brands and businesses to connect with a wide range of marine social responsibility initiatives and programmes including:

- Innovative marine clean-up projects
- Single-use plastics initiatives
- Seagrass programmes – the rainforests of our seas and oceans
- Marine reserves
- Education campaigns
- Outreach programmes
- Research programmes

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Be the change and get in touch:
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