

RedCloud: Turning the E-commerce Monopoly Inside Out

Three-Month **Anti-PR®** Blitz | April – June 2024

Who is RedCloud?

RedCloud Technology is the force behind **RedAI**, the world's first AI-powered *Intelligent Open Commerce Platform* engineered to transform trade in emerging markets.

By connecting FMCG brands, distributors, and local merchants into a single ecosystem, RedCloud brings radical transparency to one of the most corrupt and inefficient industries on the planet: global e-commerce.

Founded by British entrepreneur **Justin Floyd**, RedCloud's mission is unapologetically bold – to **"vaccinate the global supply chain"** and give over **one billion small businesses** the purchasing power, data access, and trading leverage long monopolized by giants like Amazon.

Their mantra?

"Where Davids can stand tall against Goliaths."



The Challenge

RedCloud wasn't looking for buzz – it was declaring war on a rigged system.

E-commerce's dirty secret is that it *profits from inefficiency and exploitation*. Counterfeit goods, opaque supply chains, and anti-competitive algorithms keep billions locked out of fair trade.

To build a movement – not just a marketplace – RedCloud needed to:

- > **Expose** economic unfairness and the myth of "cheap convenience."
- > **Educate** the market on counterfeit-driven losses and trust erosion.
- > **Position** RedCloud as the credible, AI-driven counterforce to global monopolies.
- > **Provoke** dialogue that forces regulators, investors, and merchants to rethink the system itself.

Traditional PR would have softened the message.

We weaponized it.





The Anti-PR Blitz: Weaponizing Truth for Market Domination

JOTO PR Disruptors™ designed a **three-month Anti-PR Blitz** to dominate the conversation, disrupt the status quo, and make RedCloud *synonymous with commerce transparency*.

We didn't "promote a platform."

We **attacked the problem** — exposing the failures that keep global trade inequitable.

Our strategy hit the pain points no one else dared touch:



Counterfeit Contagion

How fake goods fuel billions in brand loss.



Supply-Chain Secrecy

The hidden corruption of global commerce.



Monopoly Mechanics

How Amazon-style systems destroy small merchants.



Digital Exclusion

The economic apartheid of modern trade.

We then flipped the narrative: RedCloud's AI doesn't just *analyze* commerce — it **liberates** it.

Every pitch, release, and story was designed to *agitate, educate, and validate*.



Media Results: From Silence to Shockwaves

In 90 days, RedCloud's campaign became the **Rebel Alliance of commerce**.

- › **Press Releases:** 3 distributed globally (average 140 tracked pickups each)
- › **Implied links:** 400 + unlinked brand mentions boosting Google authority and SEO credibility
- › **Media placements:** 13 confirmed + 12 pending / 1 lost
- › **Coverage tiers:** 46 % niche, industry press | 54 % Top Tier
- › **Estimated earned media value:** \$410 K +
- › **Audience reach:** > 2.3 million decision-makers across tech, finance, and retail
- › **Organic social lift:** +28 % engagement on campaign content

Each headline pushed the narrative further — not "new startup launches," but "*AI Tech Challenges Amazon's Monopoly*."

The story spread through industry outlets, investor networks, and trade feeds — creating a global chain reaction of debate, admiration, and attention.



Inside the Strategy

Our Blitz was engineered as a media war:

- > **Expose Injustice:** Highlight inequities and exploitation baked into e-commerce.
- > **Create Heroes & Villains:** Position RedCloud's tech as the hero fighting the monopolistic villain.
- > **Leverage Controversy:** Use outrage over counterfeit goods and pricing injustice to drive coverage.
- > **Build Third-Party Credibility:** Secure earned media as proof of trust and transparency.
- > **Activate Influencers:** Seed micro-influencers and B2B voices to amplify and share the story organically.

Every story became ammunition in the public court of opinion — transforming RedCloud's data into a weapon for market reform.

On March 21, 2025, RedCloud was listed on the NASDAQ.



Anti-PR Takeaway

In just three months, RedCloud transformed from underdog to **change catalyst**... and then to IPO — proving that disruption isn't about attention, it's about **influence**.

The media didn't just cover RedCloud.
It amplified its war cry.

**Anti-PR turns controversy into credibility —
and credibility into control of the narrative.**

From the Client



*Our mission is to make trade fair
again — and JOTO PR Disruptors
understood that from day one.*

*They're the best PR firm I have
ever worked with."*

**— Justin Floyd, Founder & CEO
RedCloud Technology**