Media Case Study



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.**

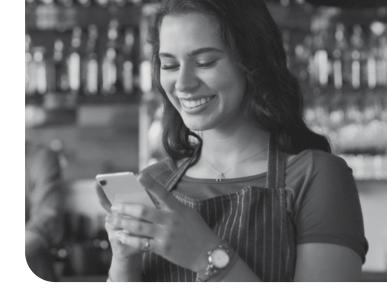
The Anti-PR Blitz: Weaponizing Truth for Market Domination

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

