

# RDP Communications: Celebrating 20 years of growing agri-brands



Following a period of collaboration during the summer of 2005, Angus Chalmers bought agricultural marketing agency RDP Communications from its founder. Angus brought extensive agri-food chain knowledge and strong networks within the land-based, farming, and agri-business sectors, along with experience in strategic marketing and finance. The opportunity to combine many of his interests was too good to miss.

"I always wanted to run my own business", said Angus, "I learnt a huge amount in the corporate world, but the thrill of

watching a business grow, seeing people blossom in an industry that I love has been and continues to be a huge privilege".

## The early days and the digital revolution

The business has moved offices as it's grown – from a small coach house to a converted dairy and now operates as a hybrid model with a Gloucestershire hub and team members nationwide. During this time, the digital revolution transformed the industry; printed collateral gave way to smartphones and connectivity, making digital marketing essential.

RDP was the first agency to create animated ads for the Farmer's Weekly website and its digital expertise has continued to develop and grow. Not that digital has replaced livestock markets, print magazines, or personal meetings. Angus believes face-to-face interaction remains crucial in an industry where relationships and understanding people are paramount.

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Angus Chalmers

## The post pandemic era

The pandemic brought seismic change to businesses in every sector and like many companies, RDP pivoted to remote working. Post-pandemic, the agency moved to The Hub in Wotton-under-Edge, a purpose-built office space on Angus's own smallholding. Now, members of

the team work on a hybrid or fully remote basis, removing geographical limitations and allowing the agency to welcome the best talent to the team, no matter where they live. The key to making this new way of working a success has been the implementation of key systems to

maintain exemplary client communications and delivery, a dynamic, creative and supportive environment for colleagues and a focus on business efficiency and productivity. Team days and joint projects are hugely valuable for sharing ideas and cementing values.

## Becoming a trusted partner

Since the beginning, RDP has worked with some of the biggest UK and global players in the agriculture and animal health sectors, covering territories across Australia, South Africa, mainland Europe and the US as well as the UK. As RDP's clients navigate complex challenges – from globalisation's supply chain impacts and regulatory shifts to technology adoption, carbon reduction, sustainable farming, and climate

adaptation – the agency has evolved to support and meet their needs. Having always believed in the importance of the right people, Angus has worked hard to build a cohesive team of talented and skilled individuals. Ensuring strong account management alongside a skilled creative team supported by technology – all within the context of a deep understanding of agriculture – remains at the core of

RDP's success. As well as having expertise in all aspects of digital, marketing, creative, content, PR and strategy, the team is built on strong foundations of trust, collaboration, support, and a willingness to help whenever there's something to be solved or an opportunity to be developed. Something that's not lost on the agency's clients, who describe RDP as a trusted partner and an extension of their team.

## Looking ahead

It seems fitting that in RDP's 20th year, the agency has won its latest award for Best Digital Campaign at the VMA awards. As RDP reflects on its two decades in agricultural marketing with pride, it's also looking forward to an exciting future where AI will be the driving force behind personalisation in marketing and system efficiencies, whilst changing the landscape for food production and land management.

"Looking ahead", concludes Angus, "we are focused on ensuring we continue to stay relevant in an ever-changing environment, bringing new

people into the business and helping them grow and develop, and most importantly continuing to be a key

contributor to our clients' success. Here's to the next 20 years, I am certain they will be just as eventful". ■

**RDP**  
COMMS

**20** YEARS IN  
THE MAKING