

Punch Communications Wins Contract with Pink Chillies

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Pink Chillies, a new brand which supports elephant-based charities through sales of its accessory product range, has appointed integrated PR, social media and [SEO agency](#) Punch Communications to handle its consumer PR and social media outreach.

Pink Chillies launched late 2011 with elephant characters Aditi and Etana featured on a range of products such as tote bags, stationery, badges and compact mirrors. Pink Chillies donates 10 per cent of the profit from the sales of its products to help Tusk - a Dorset-based charity that supports African elephants, their habitat and the challenges they face - and London-based charity The Elephant Family, which is the UK's biggest funder for the endangered Asian elephant.

The launch characters, Aditi and Etana, each have a personality and distinctive look and represent different areas of the world that are in need. Aditi, a cute pink elephant, represents Asian elephants which are a threatened species, the character symbolises hope for the region and captive elephants such as temple and tourist elephants.

Etana, on the other hand, is a strong, handsome African elephant which is also a threatened species. Each new character that joins the Pink Chillies family will represent a part of the world that is under threat such as the Antarctic region in which the polar ice caps are melting and the Amazonian forest which continues to get destroyed at an alarming rate.

[Online PR](#) agency Punch is responsible for building brand awareness among Pink Chillies target audience, comprising children, teenagers and adults.

Pink Chillies was launched this year by Suzanne Till and Lucy Setters. Suzanne commented: We needed an agency with strong consumer PR experience and a proven knowledge and track record in social media channels, to grow our brand and communicate the deeper messages behind it. Punch has great contacts across traditional media and bloggers, and the team is just as excited about the brand as we are.

Punch Communications account director Georgina Dunkley, said: Working with and launching any new brand is always a welcome challenge. With a plentiful pipeline of new products and characters coming to the range this year and already a core following of fans of all ages, Pink Chillies has the potential to become a household name.

Punch Communications is an integrated PR, SEO and social media agency, for further information on the services that Punch has to offer, visit www.punchcomms.com.

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