

**January 2018**

**Press release**

### **New agency Unhooked Communications launches in Manchester**

Freelance PR consultant Claire Gamble has set up a new independent agency, [Unhooked Communications](#).

Over the last 10 years, Claire has built her career in the media and communications industry in Manchester, working with agencies such as Tangerine PR and Refresh PR.

As well as providing PR and content services, Unhooked Communications will develop and implement creative, integrated campaigns for a range of B2B and B2C clients. The agency's current client list includes construction company Saint-Gobain UK & Ireland, Forget Me Not Children's Hospice, Jack Badger Carpentry and Masonry, and online interiors retailer The Gifted Few.

Claire said: "PR has changed so much since I started my career, with the lines between marketing disciplines becoming increasingly blurred. I wanted to set up an independent agency that was less focused on those individual disciplines, and more concerned with helping business' grow and meet their objectives through the right creative solutions. Our approach to this includes taking the time to get to know our clients' business, so we can develop the most effective ideas. These concepts allow us to work out which tools and tactics will bring our ideas to life and deliver the best results. This might be online comms, traditional media, content marketing, stunts, events, awards or – more often than not – a combination of these."

Unhooked Communications is also developing a series of workshops, training sessions, online resources, networking events and seminars aimed at businesses and others working in the marketing and creative sectors.

Claire added: "Manchester is one of the most exciting places in the UK for media and communications at the moment. I want to give back to the industry and city that has helped me build my own career, and find new ways of bringing marketers and creatives together so we can improve practices, collaborate on bigger and more diverse projects, and continue to make the North famous for market-leading creativity."

**ENDS**

#### **Notes to editor**

For more images, information or interviews, please contact Claire Gamble, [claire@weareunhooked.com](mailto:claire@weareunhooked.com).