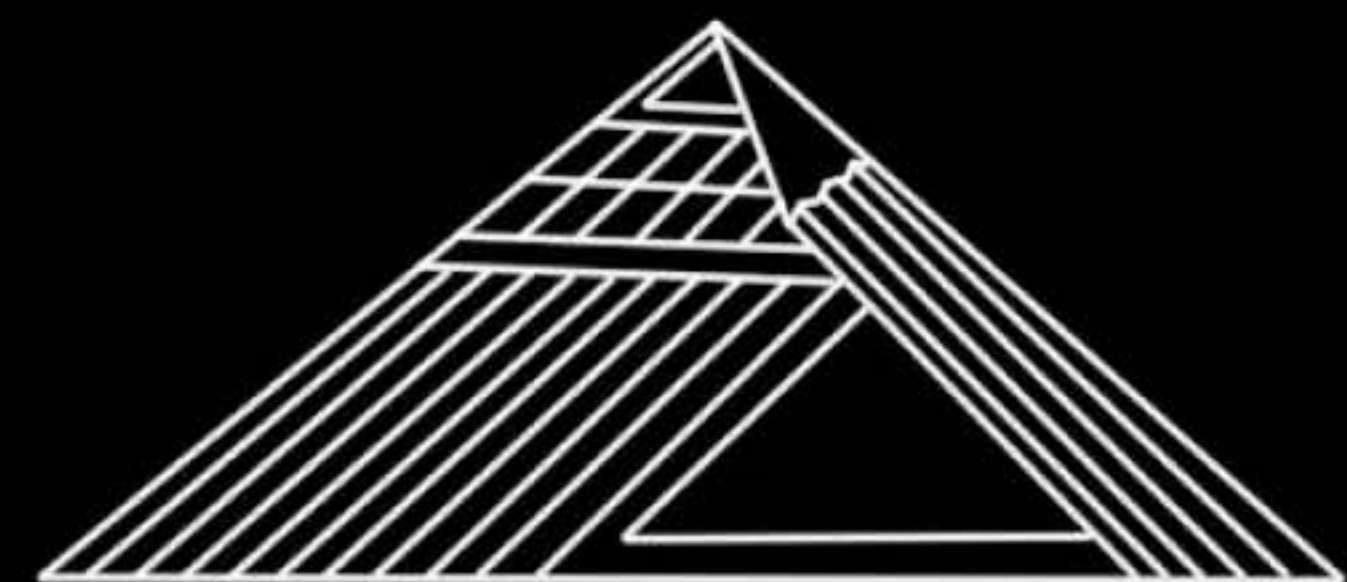


RAREPUBLIC



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Case Study: Torq Commodities

An established commodity trading company, with over 70+ employees, headquartered in London with offices in Singapore, India & Africa.

Our Responsibilities

- Content Strategy
- Market Research
- Content copy
- Content Visual Design
- Social Media Management
- Tailored Articles

Key Results

1. Ranked Top 3 Companies on LinkedIn within the Commodities Sector
2. 9k+ Followers on LinkedIn
3. 1,465.8% increase in LinkedIn Post Reactions
4. 4,100% increase in LinkedIn Comments
5. 214.7% increase in LinkedIn Reposts

The image features a woman from behind, wearing a vibrant red dress with a circular paisley pattern. She is standing in a field of tall, golden-brown grass. The sun is low on the horizon, creating a bright, warm glow and a lens flare effect. The sky is a mix of orange and light blue. In the top right corner, the word "TORQ" is written in a bold, red, sans-serif font.

TORQ

Key Objectives

As with any large organisation, perspectives from multiple stakeholders, employees as well as existing business practices have to be carefully considered when developing a successful brand development process.

Our challenge was how to best to align different segments of the business to build a clear pipeline of information that generated high value content that translated into talent acquisition and company transparency.

We were also tasked with developing technical industry material related to commodities, ranging from agriculture, energy to minerals. As well as developing the internal content development processes, we were also responsible for managing and posting across all of their digital channels.

Digital Growth

During our engagement with Torq, we successfully helped the company grow their professional LinkedIn account to over 9,000 organic followers through the consistent delivery of high quality, industry specific content.

We were able to produce fresh and unique designs which clearly illustrated specific supply chain processes, we developed in-depth articles on employee experiences and created up-to-date news alerts, to keep relevant audiences engaged.

We streamlined our content creation process over the years to always stay ahead of the curve. We also ensured that our process was nimble enough to create dynamic, time-sensitive material, efficiently.

LinkedIn Content Samples



TORQ

 India is focusing its attention on rice bran oil.

Traders within the nation are even looking at importing this oil from Vietnam in an effort to meet demand.



TORQ

I have been **constantly encouraged** to come up with different ideas & processes to make work more efficient

Interview With **Shivani Kadu**
Human Resources Executive, Torq Commodities



TORQ

Grassroots Growth

On a local scale, **Indian farmers** have been taking their own initiative to increase yield sustainably.



TORQ

 Record heat & intense drought is putting significant pressure on soybean production.


Soybean yields may fall 5% worldwide between 2060 and 2100 due to hotter and drier climate conditions.




TORQ

Nigeria is a leading force in raw cashew nut exports

A top five producer of cashew nuts in the world.

-  An average 48 kernel yield out-turn.
-  The country has 19 producing states



TORQ

March saw a **record high in wheat prices** following Russia's invasion of Ukraine and the subsequent sanctions.

Prices have now steadied thanks to other key producing regions rising to the ranks.



Content Samples for Instagram



TORQ *Gulfood* 13-17 FEBRUARY 2022 DUBAI WORLD TRADE CENTRE

Come Meet Us

We are excited for Gulfood 2022! Come and say hi to our team at the Dubai World Trade Centre.

TORQ

DD

We are driven to deliver immense value for producers and consumers globally while improving every stage of the supply chain.

Quality On-Time Delivery Business Values



TORQ

We had an amazing time at **Gulfood 2022!**

It was great connecting with you all. We hope to see you next year!

TORQ

Nutritional Meals For Schoolgirls

Amid the festive season, we remind our network of the importance of giving. This year, we offered free meals to 1,700 schoolgirls, empowering them in their education amid challenging conditions.

SALMAN KHAN JOINS OUR TEAM

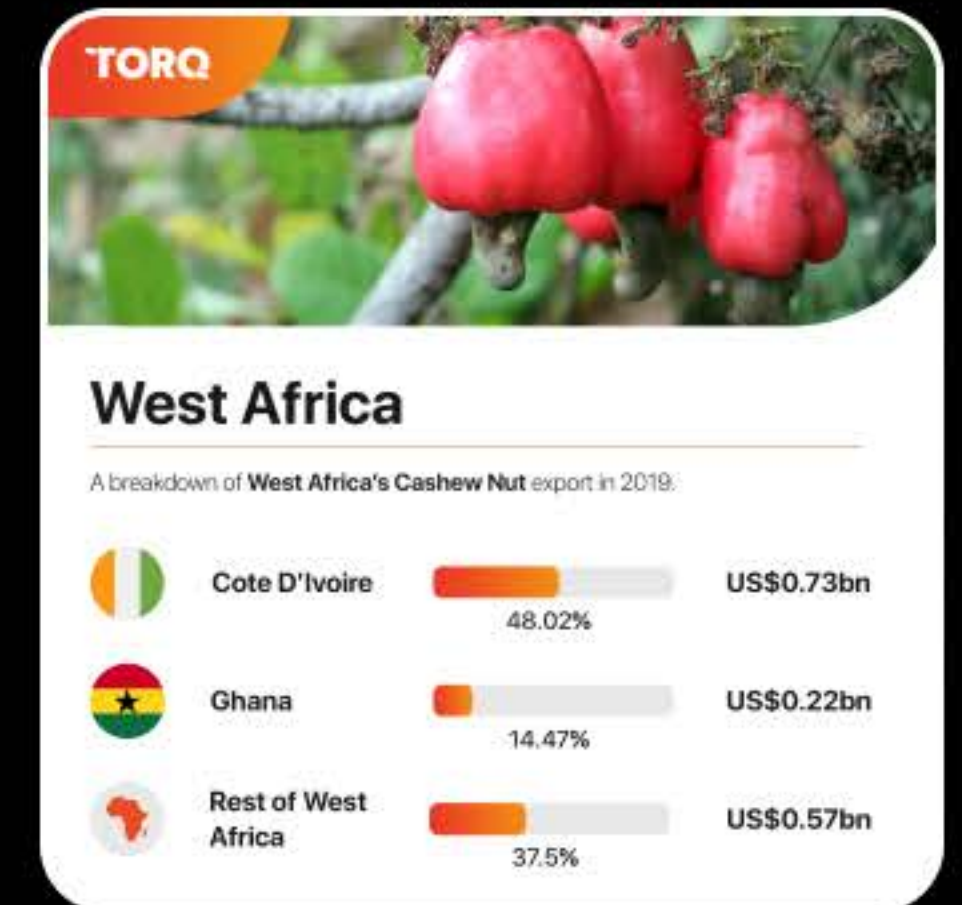
SEPTEMBER ISSUE

TORQ

15

OUR CONVERSATIONALIST

"I LOVE TO BUILD CONNECTIONS WITH NEW PEOPLE, MAKE THE BEST DEALS AND DIG DEEP INTO BUSINESS OPPORTUNITIES."



Content samples for Tailored SEO Articles

Why Language Skills Are Key Drivers For Business Growth

How Ukraine Has Adapted To Continue Meeting Global Corn Demand

Inside China's Substantial Demand For Senegalese Peanuts

How The COVID-19 Pandemic Has Changed Consumers' Food Habits

How Ukraine Has Adapted To Continue Meeting Global Corn Demand

How Global Sesame Demand Is Impacting Import Markets

How India Is Adapting Its Rice Planting Techniques Amid Climate Challenges

How India's Policy Relaxation On Pulse Imports Will Shape The Market

What Is Fuelling the Global Demand for Soybean Meal?

Why Sub-Saharan Africa Can Become a Key Contributor in Meeting Global Food Demand



How The **COVID-19 Pandemic** Has Changed Consumers' Food Habits

Agricultural industries have been shaken up, with many of the effects anticipated to last into the 2030s.

[Read Article](#)

How The COVID-19 Pandemic Has Changed Consumers' Food Habits

[Edit article](#) [View stats](#)



March 1, 2022

The rise of the pandemic undoubtedly sent the world into a shock in early 2020. While it's natural to see panic buying and hoarding amid such a crisis, there have been long-term shifts in consumer food habits, significantly impacting the agricultural sector.

Initial worries

Agricultural industries have been shaken up, with many of the effects anticipated to last into the 2030s. Lower household incomes, staff shortages, government restrictions, and trade bans are having a domino effect on the global market.

In the early days of the pandemic, anxiety levels escalated, leading to urgent decisions being made following the uncertainty about how restrictions and lockdowns would impact the availability of food. [ONS](#) reports that 37.4% of adults in Great Britain shared that the pandemic had impacted their well-being between 3rd April and 10th May, 2020. People were ordered to only leave the house for essentials, including food. Still, vulnerable groups were advised to ask neighbours or friends to conduct essential shopping on their behalf.

As a result of the "stay at home" measures, there was a surge in online grocery shopping. A 2021 [Statista survey](#) shows that only 18% of the UK's population is likely to stop online food shopping after the pandemic. Of the group that will still

Our overall experience

Working with Torq Commodities, has been a transformative experience for Rarepublic. Not only were we able to further enhance our experience in commodities, but we were able to work with many employees with different languages and skillsets. We are extremely proud of what we had managed to achieve at Torq and we hope that the company continues to build on the collective foundation that has been set and grows as a brand.

Enquiries

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0800 470 0993

Press & Media

Media@rarepublic.co.uk

Opening Hours

Monday – Friday (9am-6pm)

Saturday (Closed)

Sunday (Closed)