



**ResponseSource**  
Connecting the media



**Project Rocket**

# Moving to a single brand with ResponseSource

## Why the re-brand?

- We've grown organically over 18 years and tended to come up with new brands for each product
- That's left us with mix of brands – a company brand and a number of distinct service brands
- People get confused by this, and some of the brand names are a little misleading
- We aim to resolve this by switching to a single brand

## What are we doing?

- We've chosen one of our existing brands – ResponseSource – because our research shows it is the most recognised and regarded of our brands
- This also means that rather than each of our services having its own website, from January they will all be in the same place at [www.responsesource.com](http://www.responsesource.com)
- Our 'corporate' site [dwpub.com](http://dwpub.com) will also go and all marketing information will appear on a new section on [www.responsesource.com](http://www.responsesource.com) which will be easier to manage

## What are the benefits?

- A more obvious relationship between our services
- We'll be able to direct users to the most appropriate service without introducing a new brand
- We'll reach more people through better visibility in the market
- Improved recognition of who we are among the journalist community will lead to better data for our PR clients
- Long term the single website will lead to better integration of our services with benefits to users
- More than anything our ethos of data quality, ease of use and customer service will be properly projected onto all our services

To complete the transformation the company name will become **ResponseSource Ltd**

"Our research shows ResponseSource is our most recognised brand and almost three quarters of our customers claim to have the closest relationship with it."



**ResponseSource**  
Journalist Enquiry Service



**ResponseSource**  
Media Contacts Database



**ResponseSource**  
Press Release Wire



**ResponseSource**  
Freelance Journalist Profiles