

New name for MediaCom Direct reflects consumer, marketing shifts

To reflect pervasive shifts in both consumer behavior and global marketing strategy better, MediaCom Worldwide is renaming its MediaCom Direct division, 'MediaCom Response'.



When launched in 1992, the division worked primarily with clients utilising print, door drops and DRTV to reach target audiences. A decade later, marketers began adding unique URLs to most of their efforts and today the integration of brand, demand generation and demand conversion has become the norm. The group has been at the forefront of these changes, pioneering sophisticated business modelling techniques in order to attribute campaign performance properly.

"The consumer buying journey has become immeasurably complex and almost all communications now carry a URL, QR code or some other response mechanism," said David Kyffin, MediaCom's global chief ROI & direct marketing officer. "We will continue to grow our direct marketing business, but more of our work is with brand clients interested in achieving higher levels of engagement and interaction and this name change reflects this new, exciting reality."

The group has Response divisions in the UK, US, Germany, France, Italy, Spain, Netherlands, Nordic countries, Poland, Singapore, China, India, Australia and Canada. It is also expanding the division's global footprint in APAC and LATAM.

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