

Media company DWPub rebrands as ResponseSource

Submitted by: ResponseSource

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The media company founded by former journalist Daryl Willcox has today rebranded under the ResponseSource name.

The company, previously trading as DWPub and officially known since 1997 as Daryl Willcox Publishing Ltd, has been renamed ResponseSource Ltd. It assumes the name from its market-leading ResponseSource Journalist Enquiry Service which is used by thousands of journalists to request information from the PR community.

The move to a single brand was designed to reinforce its media-focussed ethos and to simplify how the company presents its various services. Previously clients had to navigate between multiple product brands and a separate company brand.

The move also allows the company to switch from multiple websites to a single website, which will help users move between services and allow for closer integration in the future.

ResponseSource founder and chairman Daryl Willcox said: "This company was built on a philosophy of putting journalists at the centre of what we do. That's what sets us apart from others. Our ResponseSource brand embodies this thinking more than any other so it seemed perfect to use as our sole brand."

Guide to old and new service names from ResponseSource Ltd:

ResponseSource Enquiry Service becomes ResponseSource Journalist Enquiry Service
FeaturesExec Media Database becomes ResponseSource Media Contacts Database
SourceWire News Distribution becomes ResponseSource Press Release Wire
JournalistDirectory Freelance Database becomes ResponseSource Freelance Journalist Profiles

More detail on the rebrand can be found on the company's blog at www.responsesource.com/blog/
(<http://www.responsesource.com/blog/>)

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About ResponseSource Ltd

ResponseSource provides easy-to-use tools that connect PR professionals and businesses to journalists, enabling them to give stories relevant coverage – quickly and easily.

The company was founded in 1997 by former journalist Daryl Willcox and has since developed a substantial community of users in journalism and PR.

ResponseSource is an independent company and employs a team of around 50 based in Croydon, South London, an area with a growing reputation as a tech startup cluster.