

MediaCom Worldwide launches response division

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MediaCom Response will be the name of one of the largest direct engagement practices in the media industry.

MediaCom Worldwide is renaming its MediaCom Direct division to better reflect pervasive shifts in both consumer behaviour and global marketing strategy. "MediaCom Response" will now be the name of one of the largest direct engagement practices in the media industry.

MediaCom Direct has a rich history. When launched in 1992, the division worked primarily with clients utilising print, doordrops 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. MediaCom has been at the forefront of these changes, pioneering sophisticated business modeling techniques in order to properly attribute campaign performance.

"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 and 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."

MediaCom has Response divisions in the UK, USA, Germany, France, Italy, Spain, Netherlands, Nordics, Poland, Singapore, China, India, Australia and Canada. It is also expanding the division's global footprint in APAC and LATAM.

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