

Australian Associated Press announces rebrand

Australian Associated Press (AAP) today announced a new brand identity and streamlined product portfolio.

The rebrand, to be rolled-out in June, recognises the growth in AAP's services from traditional news and information content to include a range of publishing and business solutions.

In the past 10 years, Australia's national news agency has enhanced its media services with strong growth in its press release distribution business and the expansion of media monitoring operations. The acquisition of Pagemasters and The Media Research Group saw AAP branch into editorial production and qualitative media analysis. And the recent expansion to New Zealand with editorial and media monitoring testifies to the continuous growth of the company.

Announcing the new brand, AAP CEO Bruce Davidson said it was now time to adopt a more streamlined and consistent look and feel across the AAP Group.

"Our customers know AAP as a reliable, trusted provider of news. Our other enterprises have the same dedication to service as our journalism, so we believe a group-wide approach to our identity will reflect this."

As part of the rebranding initiative, a new AAP logo has been created and the existing operations have been consolidated



 aap newswire

 medianet
An AAP Business

 pagemasters
An AAP Business

 megaform
An AAP Business

 media research group
An AAP Business

into three key business areas – editorial solutions, business solutions and publishing solutions.

Sarah Higgins, Head of Marketing for AAP, said: "Bringing together our editorial services under one brand, AAP Newswire; our business solutions under Medianet; and publishing under Pagemasters, just made sense.

"We will also retain The Media Research Group, our intelligence business and Megaform, our horse racing research service, as vital sub-brands."

CONTINUED NEXT PAGE »

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The rebranding is the largest overhaul of the existing corporate image in nearly 25 years.

The new logo incorporates a stylised ribbon that represents the 24/7 flow of breaking news for which AAP is renowned.

Mr Davidson said: “We wanted a new look that paid homage to our rich history. AAP’s newswire has been part of Australia’s news and information for a very long time and we like to think that our new logo encapsulates that history, as well as depicting the dynamic sense of news and information in the digital age.”

To be launched in June as part of the rebrand, AAP’s websites will also be consolidated, including:

- » A new corporate website
- » A single portal for editorial solutions under the AAP Newswire banner
- » A single portal for business solutions under the Medianet banner
- » The international Pagemasters website

The rebranding program also signals the decommissioning of several AAP brands in a phased approach over the upcoming months.

The new brand was developed by Melbourne based Charles Elena Design, with consultation from Tempo Partners.