

## Ramsay, Son & Parker rebrands

Ramsay, Son & Parker will in future be known as RamsayMedia, MD Stuart Lowe announced yesterday, Thursday, 20 November 2008. The change in identity is recognition of the multifaceted nature of the company's business and heralds a new era for the 75-year-old family-owned operation.



"The new name reflects both the company's heritage and its future focus," explained Lowe. "We have four generations of experience, trust and respect behind the name, which we retain in the "Ramsay" of RamsayMedia. Yet, at the same time we have evolved into multi-platform media owners.

"Magazines remain a key element of our business, but equally significant are our digital and mobile initiatives, our newly launched TV and video production division, events, exhibitions and other ventures. The difference now is that the brands, not the magazines, are at the centre of our communication offering. We have a wide range of marketing competencies that allow us to deliver customised solutions for our clients in digital and print platforms, and across all eight brands - CAR, Getaway, Popular Mechanics, Compleat Golfer, WIEL, Leisure Wheels, WINE and Hotel & Restaurant," he said.

"At the heart of RamsayMedia are content, creativity, great brands and great people. The platforms are merely delivery channels for our quality content."

The company has adopted a new icon - an evolution of the RS&P square - to complement the name. Formed by an "r" and its reverse, they reflect an interdependence that mirrors the multi-faceted nature of RamsayMedia. When they overlap, the letters suggest an aperture or shutter, which alludes to the digital future of the business, while at its broadest application, they look like picture crops, which recall the print aspect of media but also convey an openness and a sense of infinite possibilities.

The icon sees a freshening of the corporate colours of blue, representing "blue-sky thinking", and green, reflecting RamsayMedia's intention to stay grounded while the company grows.

The response from stakeholders and staff has been overwhelmingly positive and has added a renewed energy and enthusiasm to the RamsayMedia team, Lowe said.

For more information, log onto: [www.ramsaymedia.co.za](http://www.ramsaymedia.co.za).

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