

PRESS RELEASE
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Business-to-business research expert BPRI unveils new corporate identity



London-based b2b market research practice, BPRI, part of WPP plc launches its new corporate identity on 18th September 2006, marking 21 years in business.

Understanding business audiences has become increasingly relevant in a corporate world where reputations can be damaged in an instant. As a result, sophisticated marketing has broken through into the b2b sector with corporates needing to engage with influential opinion formers including media, government, the financial community, NGOs and corporate peers.

BPRI looks forward to consistent growth from its ability to engage with very senior managers and directors: the international b2b audiences that others cannot reach. Its multi-national and high-profile clients include: ABN Amro, Carbon Trust, Ericsson, and Vodafone, who it assists across corporate branding, communications, business concept testing and CRM research.

The new dynamic logo has been designed by The Partners, an international brand strategy and design consultancy, working across a range of brand communication challenges, for clients as diverse as Ford, NatWest, Jaguar, Wedgwood, Allen & Overy, Astra Zeneca and the BBC.

The identity has been designed to communicate forward-thinking and clarity of insight, key values for BPRI.

Cara Berry, joint-MD commented: "Pressures on companies to perform not just financially, but also ethically and environmentally have opened up many new and exciting applications for research."

Ends

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Notes to editors

BPRI website will be re-launched later in September with a tease-site available from 18th September, www.bprigroup.com

Website for The Partners - www.thepartners.co.uk