

Burson Cohn & Wolfe unveils rebrand

Earlier this year, Burson-Marsteller and Cohn & Wolfe global communications agencies merged, creating BCW: Burson Cohn & Wolfe, which also has a strong network across Africa. The new global brand identity was revealed this past week.



BCW new logo.

The new brand identity, expressed across a new brand mark, corporate website and suite of social media channels, is designed to articulate the agency's expertise in delivering integrated communications solutions for clients across all industry sectors.

“BCW is the only agency that is home to the pioneer of modern day communications & the top-ranking exec on PRWeek's 2018 Power List – both lauded as two of the most influential communicators of the past 20 years. Congrats Harold Burson & Donna Imperato! [#BCW #BursonCohnWolfe pic.twitter.com/CgN3jGEpy8](#)— BCW Global (@BCWGlobal) [October 5, 2018](#)”

“With BCW, we combined the deep expertise of our two heritage organisations: Burson-Marsteller and Cohn & Wolfe, to create an advanced agency to meet the needs of today's clients and their targeted stakeholders,” said Donna Imperato, global CEO, BCW.

“We drive transformative results for our clients through big ideas rooted in earned media, backed up by data and analytics, and scaled across all channels. BCW is the agency I envisioned years ago, expert in delivering digitally driven, creative communications solutions across all marketing and communications disciplines. Our new identity, and especially our website, clearly illustrate those strengths.”

The focal point of the [new website](#) is the work. Explained Jim Joseph, global president, brand solutions: “It's clear from our client success stories that BCW is about combining world class expertise in our legacy strengths with next-generation integrated solutions. And that's exactly what we wanted to express with our new branding and logo – the union of the best of both our worlds to form something truly distinctive, fresh and innovative.”



The BCW network comprises more than 4,000 professionals on six continents including earned media experts, specialists skilled in research, analytics and insights; creative strategy and activation; digital, social and mobile innovation; and paid media. On August 14, 2018, BCW also announced [the acquisition](#) of HZ, one of the largest independent, digitally driven, integrated creative agencies in the U.S., adding HZ's nearly 200 creative and digital professionals to the BCW organisation.

For more, visit: <https://www.bizcommunity.com>