



## **BDRC Continental unveils a fresh corporate look**

**London 29<sup>th</sup> April 2010:** BDRC Continental has today launched a new corporate identity. The rebrand celebrates the merger of BDRC and Continental Research to form the UK's largest independent research consultancy and is the final step in the integration process.

The new identity sees a departure from the blue used by both BDRC and Continental in favour of a vibrant berry red. A new website has been unveiled at [www.bdrc-continental.com](http://www.bdrc-continental.com) and a series of launch events will take place over the coming months. BDRC Continental will use the new strap line "providing intelligence" in all its communications to underscore the firm's continuing commitment to delivering market-leading research that clients can rely on for their decision making.

With a headcount of over 100 and more than 50 research executives, BDRC Continental is now a dominant player in its specialist sectors and a one-stop shop for research buyers. The combined company now offers an expanded range of services all under one roof including viewing facilities, advanced analytics, all forms of data collection, including a national field force and e-reporting and Business Omnibus. The company is led by Dr Cris Tarrant, formerly co-founder and CEO of BDRC.

BDRC Continental offers expertise across a broad range of sectors including financial, hotels, meetings & hospitality, culture & leisure, media & advertising, tourism, travel & transport, internet & telecoms and government & not for profit. The

company counts numerous blue chips, government agencies and not for profit organisations amongst its customers, many of whom have long-standing relationships with BDRC Continental.

Cris Tarrant, CEO of BDRC Continental said, “By refreshing our branding we hope to have created a visual identity that sends a strong message to the market that BDRC Continental is a major player positioned for future growth. While today we’re unveiling a new look, a new name and an expanded list of services, our core business and values remain the same. We are committed to providing the intelligence that has underpinned decision-making for organisations big and small for more than 20 years.”

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**About BDRC Continental**

BDRC Continental is the UK’s largest independent market research agency. Established in 1991, the company has built an unrivalled reputation as a full service consultancy with specialist expertise across a number of sectors including business to business, financial services, hotels, meetings & hospitality, media & advertising, internet & telecoms, Government & not for profit, culture & leisure and tourism, travel & transport.

BDRC Continental is staffed by highly experienced researchers with great reputations in their individual fields as well as in the market research industry. The company is renowned for its consultative approach and ability to add value to clients’ businesses by bringing insights from multiple markets to the research. This cross-disciplinary approach enables BDRC Continental to provide intelligence that is informed by a deep understanding of the client’s issues and the wider market context. As well as undertaking bespoke research for a wide variety of clients, the company conducts a number of syndicated studies and has developed proprietary techniques including AdForensics and ZMET Visionary Thinking. [www.bdrccontinental.com](http://www.bdrccontinental.com)