

Fin24 consolidates brand

Financial intelligence media collective Fin24 announced today, Friday, 23 November 2007, plans to consolidate its collective intellectual capital under a single brand, Fin24. The alignment comes in the wake of Fin24's overarching business case that will create a singular financial intelligence service brand, with a greater product portfolio on offer.

The new brand strategy, soft launched through a recent outdoor, online and retail campaign, will see the recently acquired McGregor, Fin24.com and printed medium *Finweek* as well as the group's DSTV offering branded as such.

Fin24 brand manager Nikki Ruttimann says that the new strategy will allow brand consistency throughout the various media platforms and products offered by Fin24. "*Finweek* and Fin24.com count among the country's most credible financial intelligence resources and it makes sense to have a single brand represent a substantial product offering."

Ruttimann adds that further growth within the Fin24 stable is planned for the new year, including a revamp of its satellite television service and online offering with several new products in the pipeline.

"Our strategy is to position Fin24 as the premium financial and business resource across all media platforms," says Ruttimann, "and while doing so increase the value that we add to our audience through consolidation and optimisation of Fin24's intellectual capital."

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