

# Kyp Announces Rebrand as New Website Launches

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Toronto ([rushPRnews](#)) 06/14/13 — After an extensive strategic review, Kyp Plc ([www.kyp.com](http://www.kyp.com)), the leader in communication connecting digital and real world media, has announced a complete rebranding that includes the launch of a new website.

Since 2005 Kyp has been helping brands establish deeper connections and engagement levels with their customers. With this rebranding, Kyp is focused on providing bespoke marketing solutions and proprietary technology offerings as they continue to grow worldwide.

Steve Shapiro, VP Strategic Partnerships at Kyp, said of the rebrand: “I believe that anyone who experiences our revised branding, or visits our new website, will immediately connect with the essence of Kyp. It’s a clear reflection of our core philosophy, which is to engage audiences using dynamic content and take them on an educational journey leaving them enriched by the experience.”

The redesigned Kyp logo and website features a fresh look and uses a responsive and easy-to-navigate design “Kyp’s decision to rebrand perfectly mirrors our evolution as a company from providing innovative print to becoming a fully serviced integrated business, developing pioneering digital solutions.” said, Nicholas Miller, Kyp CEO. “We are incredibly excited and proud to have a website that demonstrates our position in the market as a leader in cross-media communication for brands and their agencies of record.”

Kyp’s repositioning is led by market expansion into new verticals and product development for its clients. The refreshed brand identity seeks to communicate Kyp as a full-service marketing and technology company, encompassing the entire service and products portfolio.

## **About Kyp**

Kyp is a provider of engagement marketing solutions to leading brands and companies. Kyp's solutions empower marketers to connect with audiences through intuitive learning experiences that begin in the physical world and end in the digital. Through an ever-evolving portfolio of patented solutions and proprietary applications we guide audiences on personalized and progressive engagement journeys. To learn more about Kyp, please visit [Kyp.com](https://kyp.com) and [Facebook.com/KypLondon](https://Facebook.com/KypLondon). Follow Kyp on Twitter [@KypLondon](https://Twitter.com/KypLondon).

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