

RE-BRAND PROJECT

DuckDuckGo



AGENDA

Topics Covered

- About Web Browsing
- About DuckDuckGo
- Market Competitors
- SWOT & PESTLE ANALYSIS
- The Re-Brand
- SMART Goals
- Costed Strategy
- PR Launch & Calendar



ABOUT WEB BROWSING

- The landscape of Web Browsing has changed immensely since the 1990s.
- Google holds a monopoly - of around 90% search market share.
- The rise of GPT/LLMs and AI is changing the face of the industry.
- Personalized adverts and targeted marketing are an invaluable form of currency for companies.



ABOUT DUCK DUCK GO

Created in 2008 by Gabriel Weinberg

Mission Statement: Raising the standard of trust online

USP : DuckDuckGo does not track users

Taking back control of your personal information

Industry 'Outlaw' or 'Rebel'





CURRENT USERBASE

64% of users are male

62% of users are under 44

35% of users are from tech

North America and Western Europe - 64% user base

3 KEY UNDERREPRESENTED DEMOGRAPHICS

Businesses/Corporations

The Elderly

Young Women



MARKET COMPETITORS

Wider Market Competitors

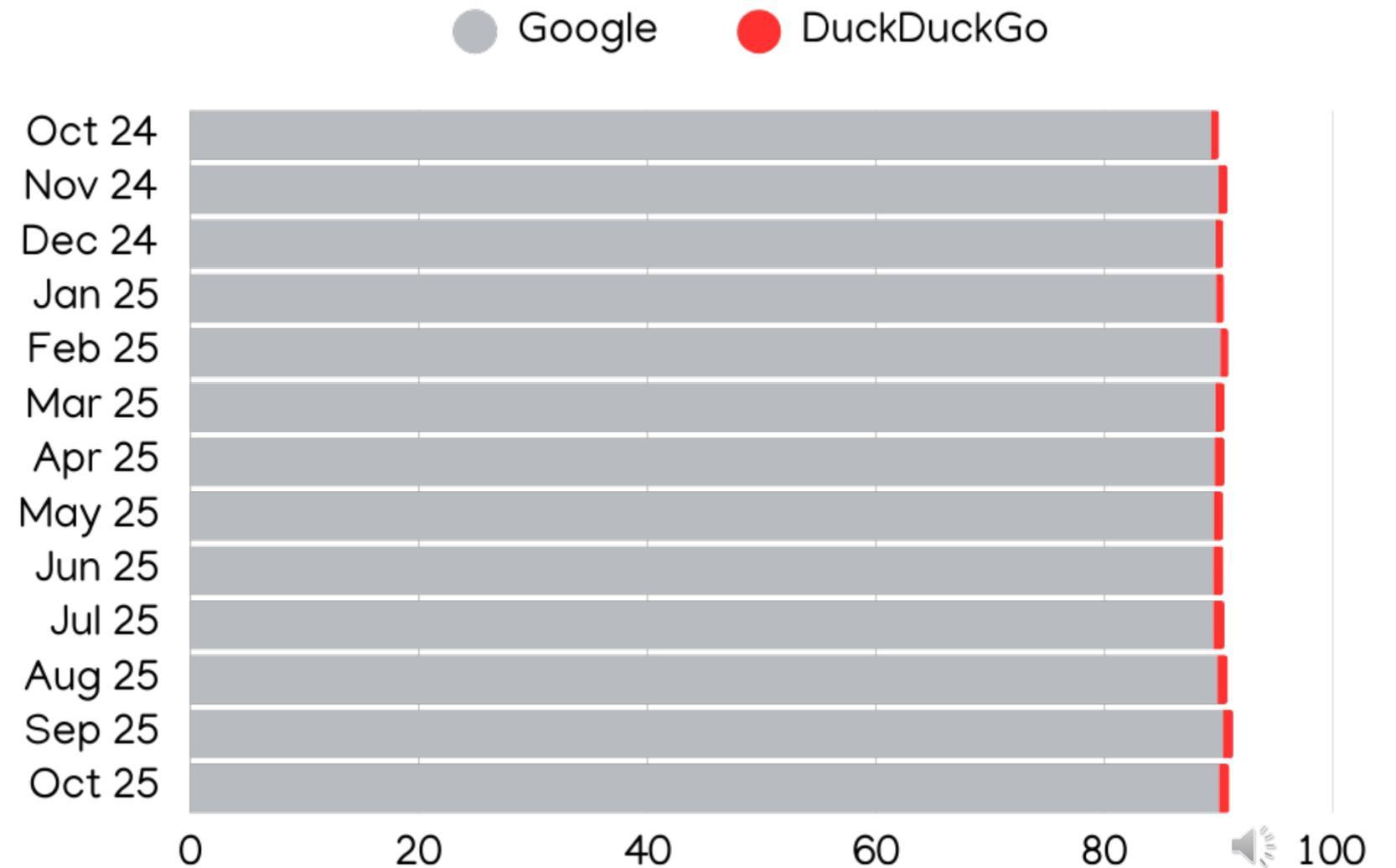
- Google (Chrome)
- Microsoft (Edge/Bing)
- Apple (Safari)

Privacy Market Competitors

- Mozilla Firefox
- Brave
- Vivaldi, Tor

Others

- Perplexity.ai
- Ecosia



SWOT ANALYSIS

Duck Duck Go



STRENGTHS

[Internal]

- Strong Brand Identity and Mainstream Trust
 - No IP tracking and Targeted Marketing
 - Blocks other companies from data mining and collecting data
 - Colossal growth - 379% from 2019 to 2024
-



WEAKNESSES

[Internal]

- Critical trust deficit with core users
 - Technical dependencies and inferiority
 - 2022 Microsoft Tracker controversy
-



OPPORTUNITIES

[External]

- AI integrated searching - new opportunities
 - Business users valuing privacy
-



THREATS

[External]

- Google as the market leader
- Dangers of buyouts or acquisitions



PESTLE ANALYSIS

Political & Legal

Opportunity: The development of a worldwide privacy regulatory environment (GDPR, CCPA) will have a positive effect on DDG's mission; antitrust litigation may level the playing field.

Threat/Challenge: Increased scrutiny to moderate misinformation undermines neutrality --the request to share user data with public agencies may conflict with our privacy focused mission.

Social & Technological

Opportunity: Increased concern with surveillance capitalism will move users to privacy -first platforms; lines of business may also be expanded to include VPN, Email Protection, Duck.ai

Threat: User convenience and network effects are slowing consumer adoption; we need to be much more agile given that conversational AI's are shifting consumer expectations.

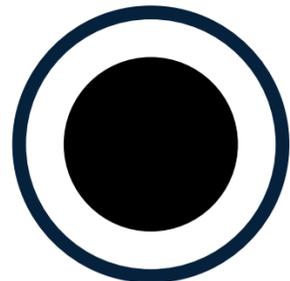
Economic & Environmental

Opportunity: During economic downturns, cost-conscious digital advertisers will turn to DDG; the carbon-negative commitment is directly aligned with the move toward corporate social responsibility.

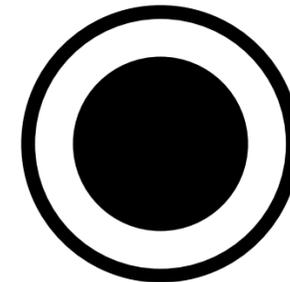
Threat/Challenge: The limited ad revenue makes it difficult to keep pace with research and development of technology (compared to Big Tech); consumers must see transparency of energy use and waste, and that step is essential to establish credibility



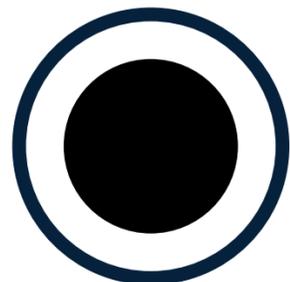
THE RE-BRAND



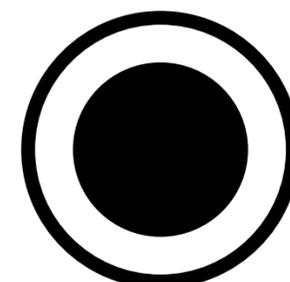
Shift from 'Rebel' or 'Disruptor' to 'Guardian'.



New Logo and tagline: 'Privacy. Simplified.'



Privacy Pro Package for businesses/corporations with VPN, advanced AI and identity theft protection



Partnerships with PC manufacturers such as Dell, HP, Lenovo, etc.



TARGET AUDIENCE

BUSINESSES/CORPORATIONS



THE ELDERLY (TECHNOPHOBES)



YOUNG WOMEN
(WHO SHOP ONLINE)



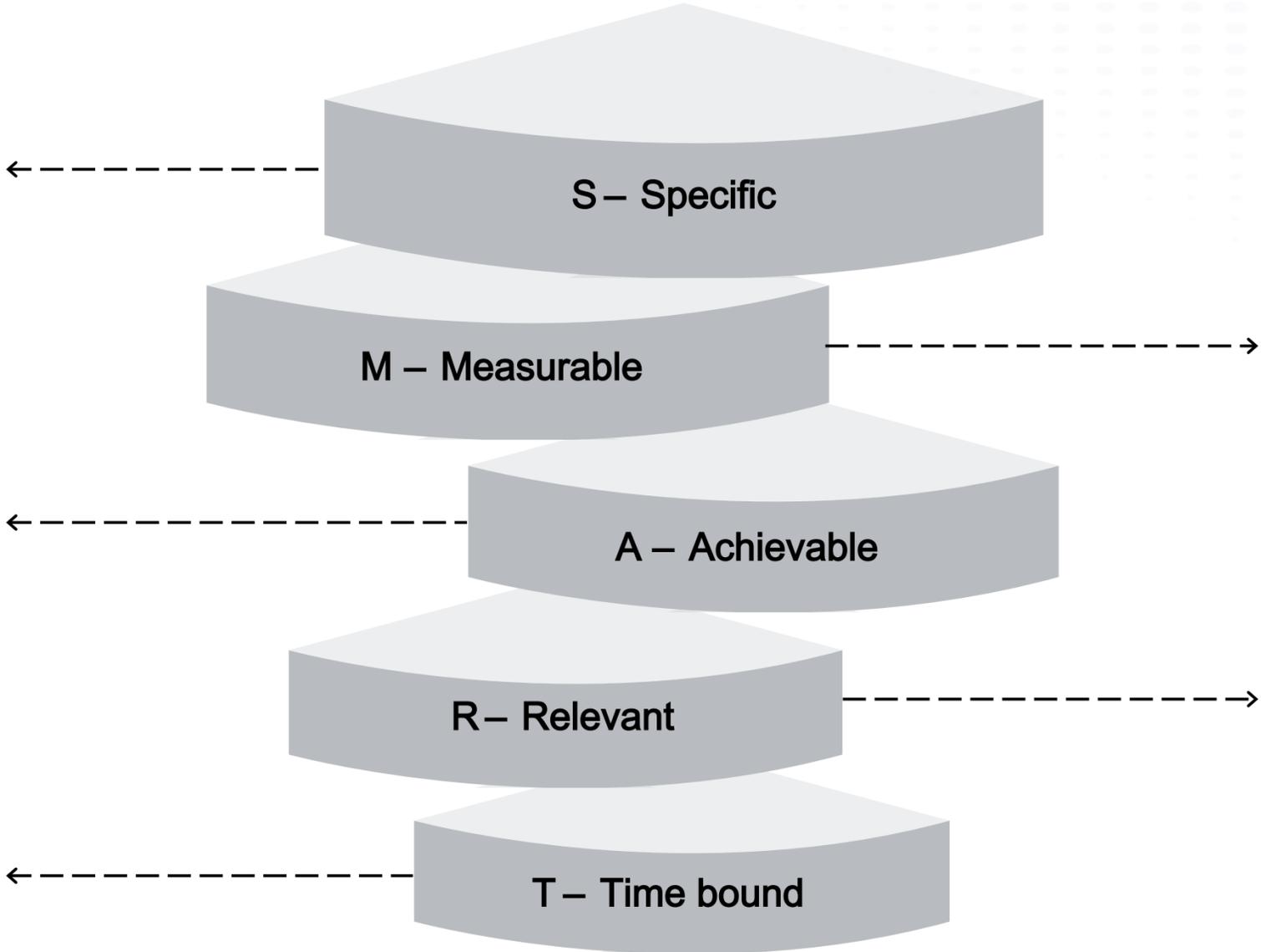
SMART ANALYSIS

Objective: To relaunch DDG by April 2026 with a \$696K budget, targeting Businesses, the Elderly, and Young Women utilisation from each demographic.

Create a new logo and tagline (Privacy, Simplified). We can target all three segments through trade shows, media buys, and social campaigns.

+2% growth over the next 12 months. Challenges = distrust of privacy technologies, low spend from users vs Google or other suppliers, and upcoming new competitors and AI based products.

April 2026 launch date. 2026 B2B approaches and events underway .

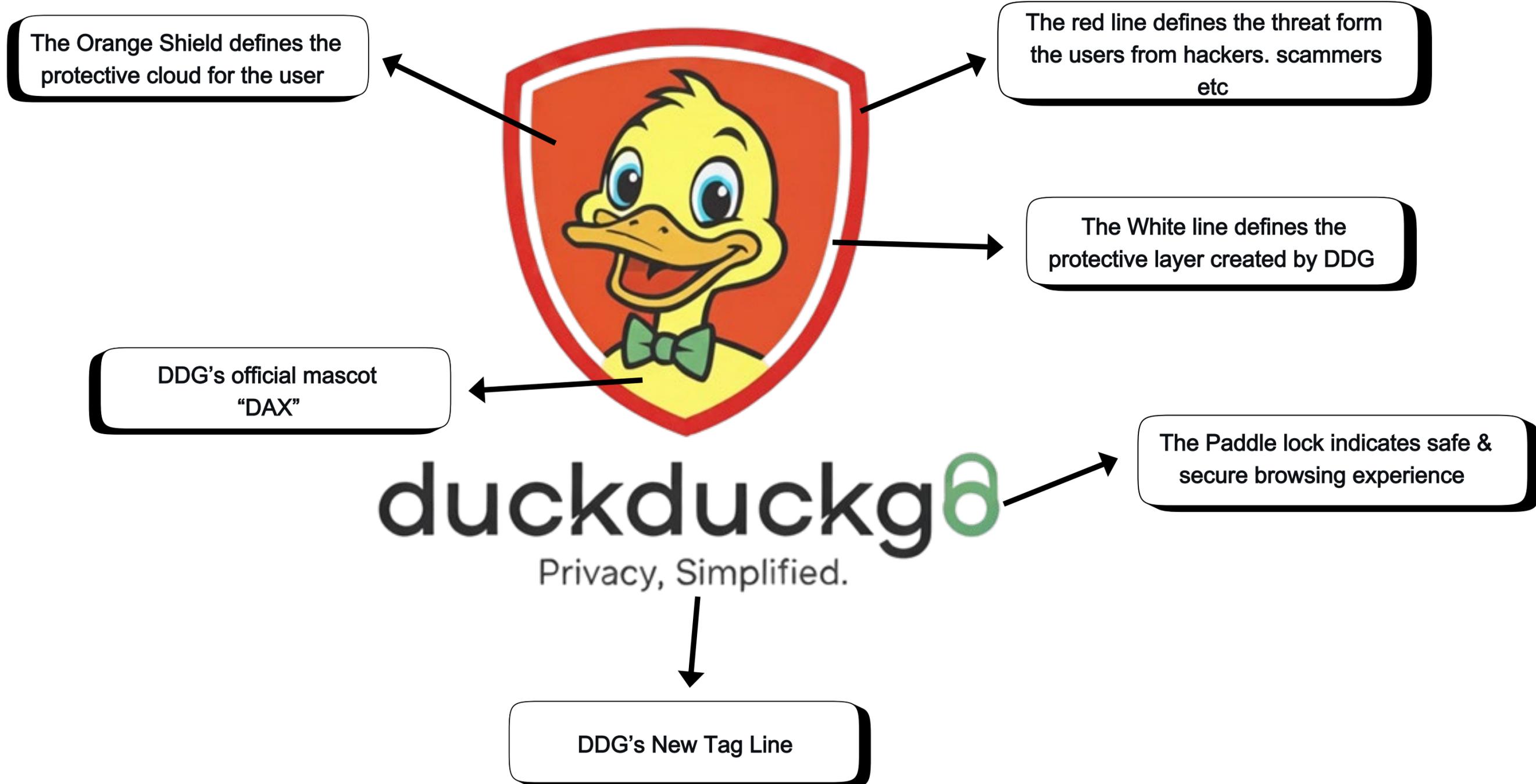


\$696K spend; KPIs = Privacy Pro subs, Age demographic shift, global adoption, partnerships with PC retailers, and number of events executed.

Relevant: Income diversification, and expansion on our niche base. The Guardian persona fits the corporate security niche, fits our privacy regulatory position and lends itself to B2B commercial public relations.

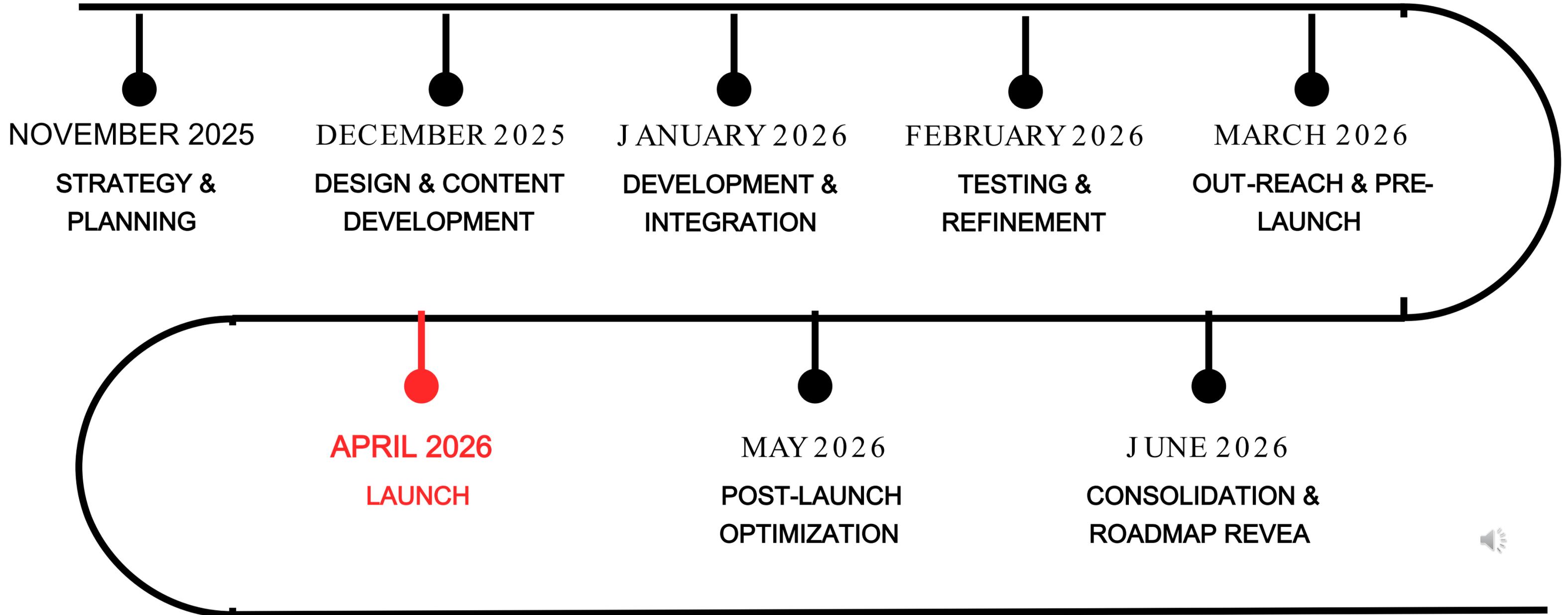


DECODING THE NEW LOGO



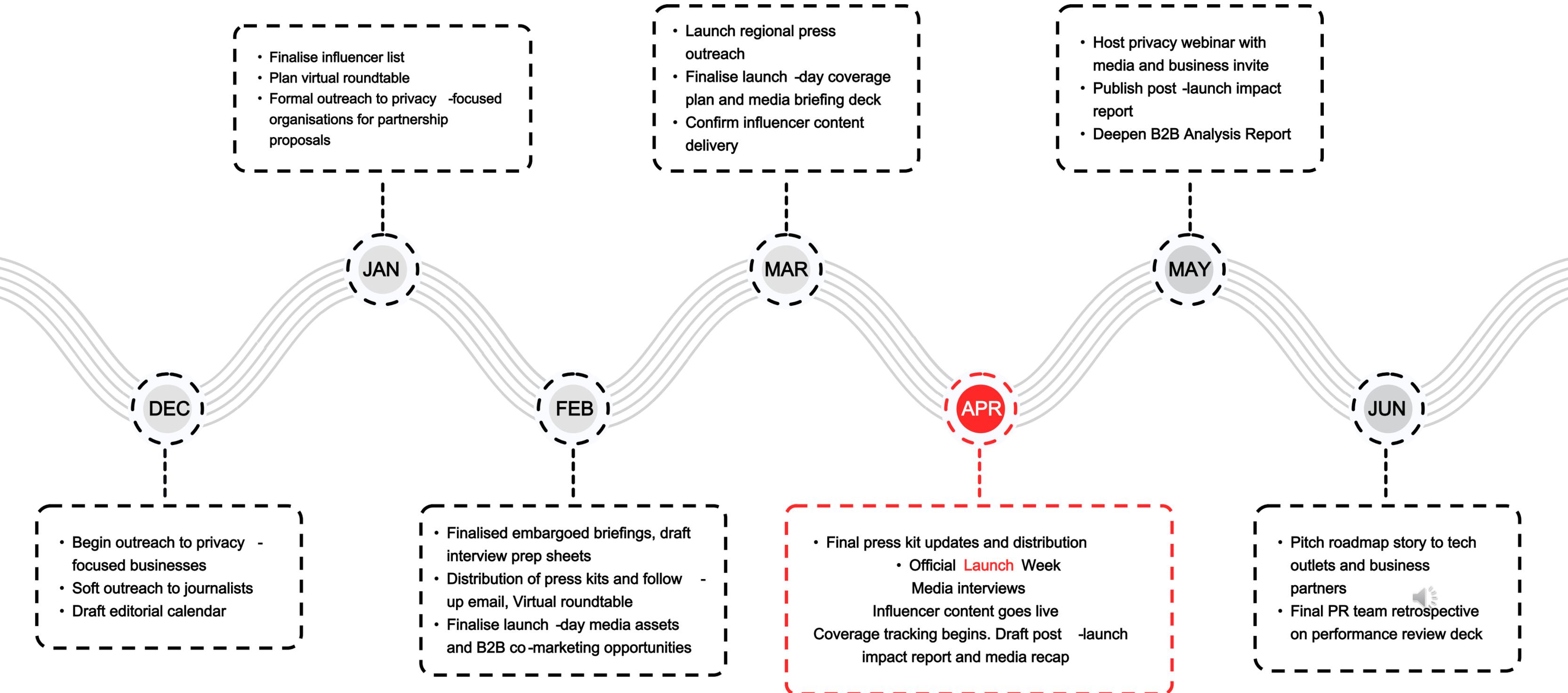
DUCK DUCK GO WEBSITE LAUNCH MAP

DURATION NOVEMBER 2025 - JUNE 2026

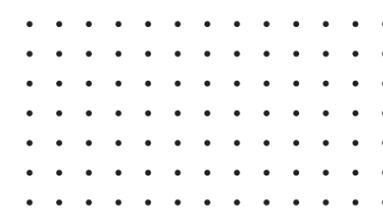


P.R CALENDAR

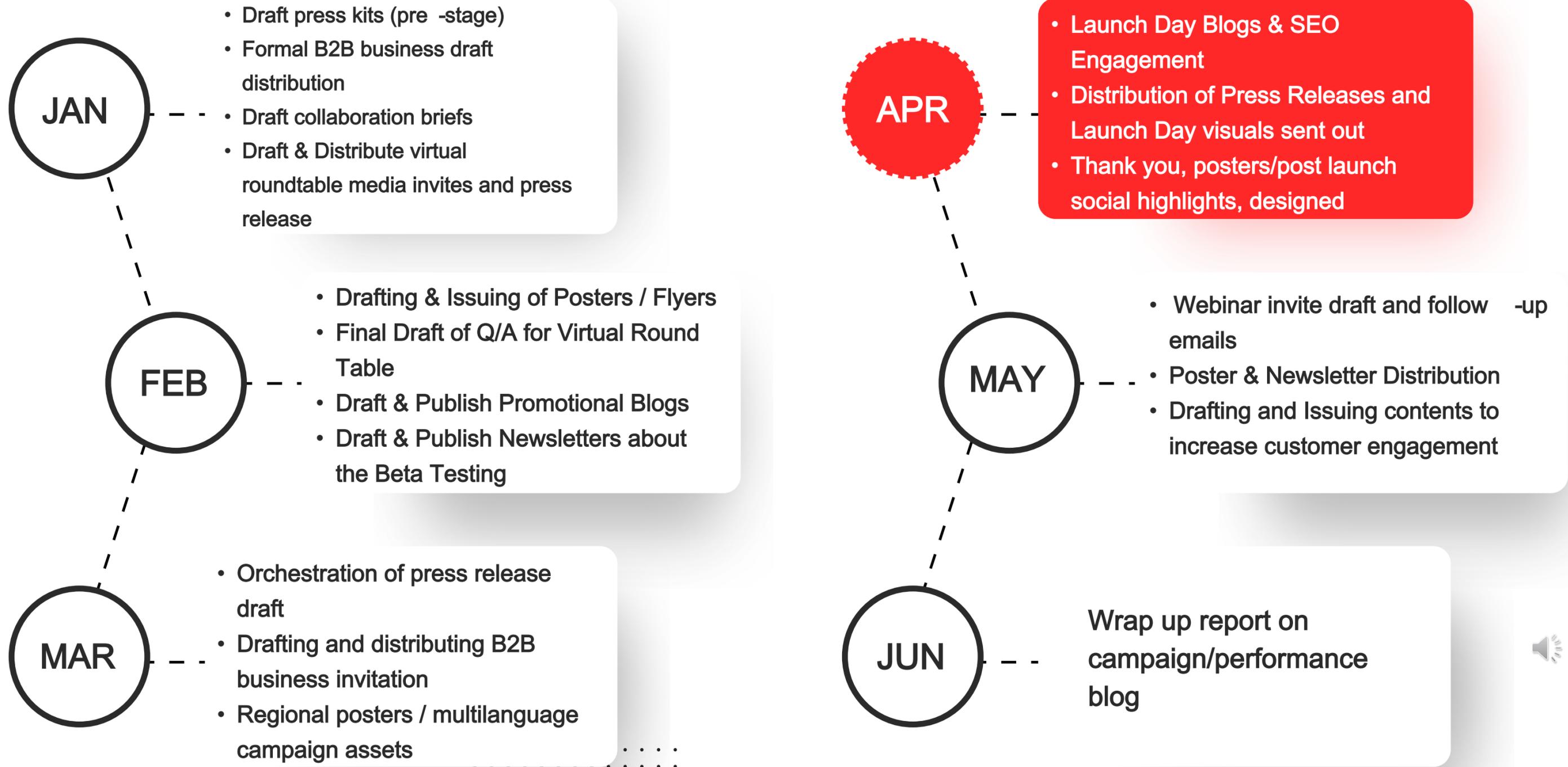
Duration: December 2025–June 2026



EDITORIAL CALENDAR

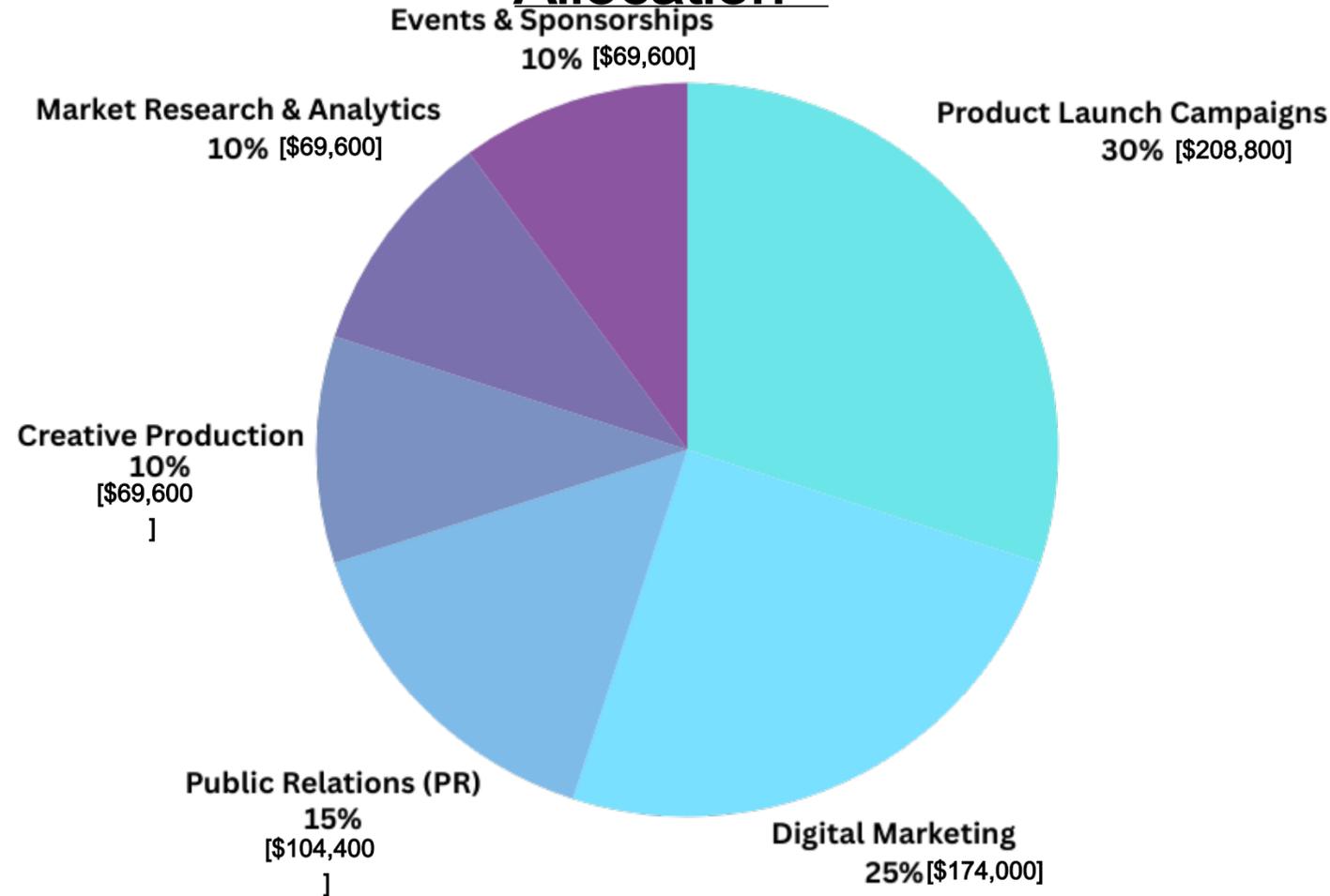


Duration: January 2025 – June 2026

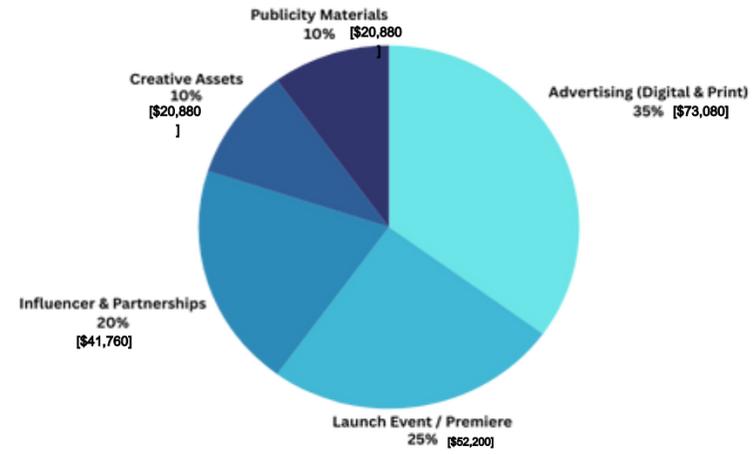


Main Marketing Budget

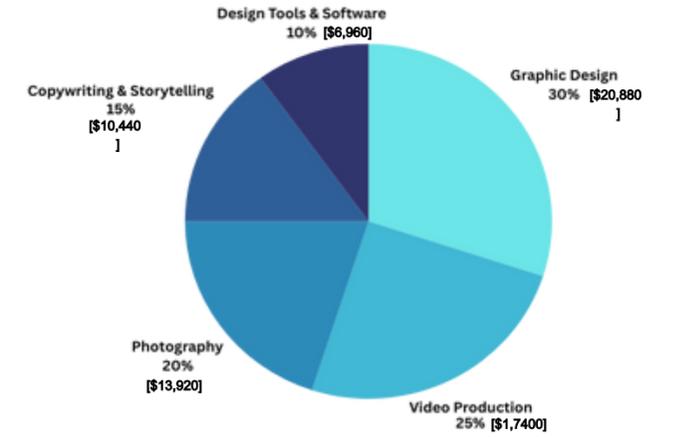
Allocation



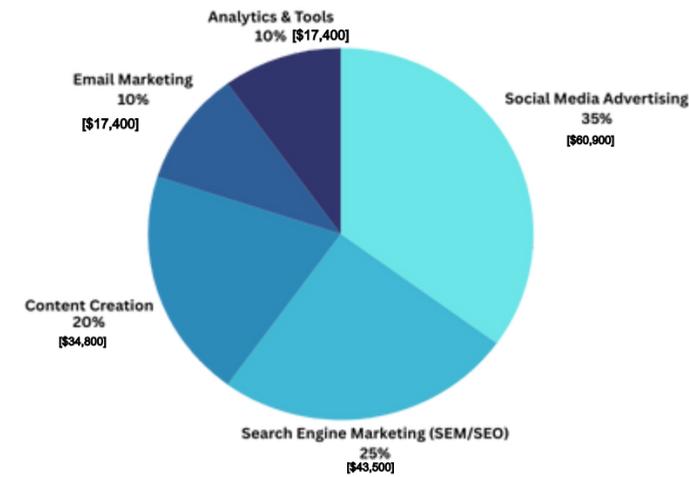
Product Launch Campaigns



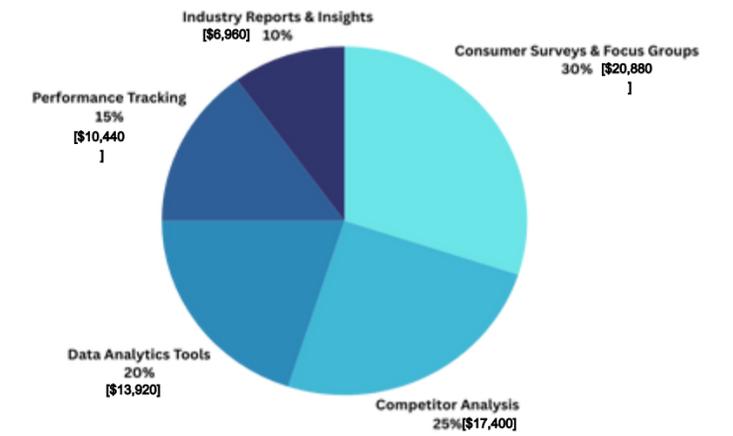
Creative Production



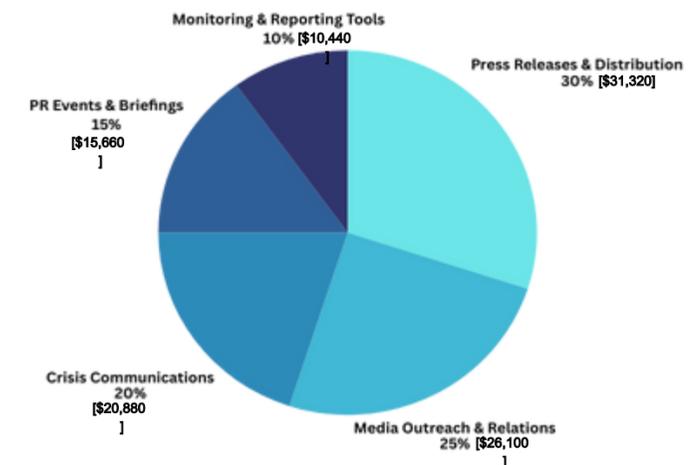
Digital Marketing



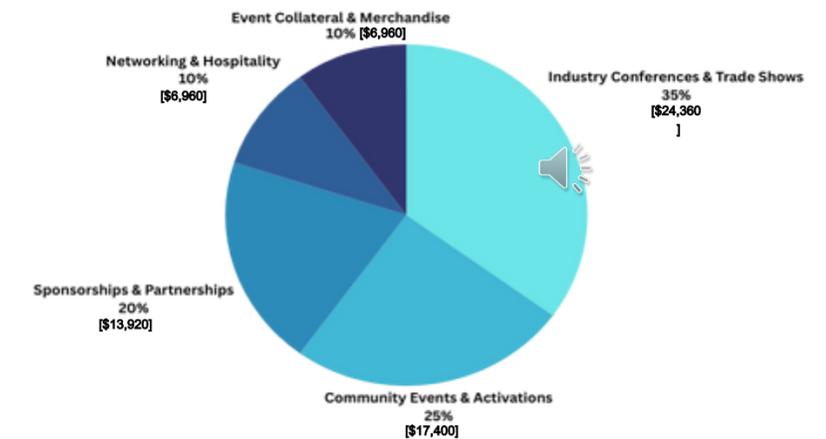
Market Research & Analytics



Public Relations



Events & Sponsorships



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