

Project Report

DUCK DUCK GO REBRAND STRATEGY

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Abstract

The landscape of internet browsing has changed tremendously since it started. It is a monopolistic sector, with Google's Chrome at 80-90% market share and Microsoft's Bing and Apple's Safari as the next contenders.

As the decade has progressed, so has the way in which companies gather information on our browsing activity. Targeted adverts, personalized feeds, Search Engine Marketing (SEM) and Search Engine Optimization (SEO) have become tools for increasing a Web Browser company's bottom line. This data is collated by the search engine provider and is a form of currency for them.

With the advent of Generative Pretrained Transformers (GPT) and Artificial Intelligence (AI), search engines have become more efficient at processing what we ask them, or our 'queries'. This allows the search engine to 'discern trends' and 'tailor results' to us, and to build up a history of reference points as we continue to use the web browser interface¹.

In this presentation, we focus on a company that prides itself on protecting your personal searches from being 'tracked'. This company is **DuckDuckGo (DDG)**.

¹ J. Wolfe, C. Pfohl, H. Subramanian, J. S. Mertoguno and M. S. Alexiou, 'Recent Advancements in Search-Engine Algorithms for Efficiency, Privacy and Security', 15th International Conference on Information, Intelligence, Systems & Applications (IISA), Chania Crete, Greece, 2024, pp. 1-6, doi: 10.1109/IISA62523.2024.10786705.

Company Background

What is DuckDuckGo?

“DDG is the independent online protection company for anyone who wants to take back control of their personal information.”²

DDG's vision statement, which was made public in 2011, is "raising the standard of trust online." This vision statement is backed up by an ethos of: "data protection, not data collection." The core hypothesis: "the best way to protect your personal information from hackers, scammers, and privacy-invasive companies is to stop it from being collected at all."³ This philosophy informs nearly every aspect of the brand's product design and messaging.

Company History

Created by Gabriel Weinberg and launched in February 2008. Self-funded by Weinberg, up until 2011, when it gained backing from Union Square Ventures and a handful of angel investors.⁴

As the Washington Post states:

“So, DuckDuckGo does not track users. It doesn’t generate search results based on a user’s previous interests, potentially filtering out relevant information.”⁵

In January 2019, DDG set a record of 1 billion monthly searches; and in November of the same year, it hit 50 million searches per day. In 2021, it had an annual total of 35,304,278,270 search queries.⁶ A new record of 111,703,299 daily searches was set on 17 January 2022.⁷

Brand Personality

The historic archetype of the brand that supplies the tone of the DDG brand is "The Outlaw (Rebel)." This brand is about "disruption and nonconformity" which challenges "creepy surveillance" of Google or Facebook. We assist "seamlessly taking control of your personal information online, with no trade-offs." The tone of the DDG brand through the branding archetype "Rebel" has been one of historical defiance, boldness, and empowerment. In July 2025, there will be a rebuilt browser with an intended discordant tone. The slogan for the browser will be "calm instead of chaotic, streamlined instead of cluttered, secure instead of surveilled." This is meant to shift

² DuckDuckGo (2025), 'What is DuckDuckGo?'. Available at: What is DuckDuckGo? - DuckDuckGo Help Pages, <https://duckduckgo.com/duckduckgo-help-pages/company/about-duckduckgo> (Accessed 3rd November 2025)

³ DuckDuckGo (2025), 'What is DuckDuckGo?'. Available at: What is DuckDuckGo? - DuckDuckGo Help Pages, <https://duckduckgo.com/duckduckgo-help-pages/company/about-duckduckgo> (Accessed 3rd November 2025)

⁴ Wikipedia (2025), 'DuckDuckGo'. Available at: <https://en.wikipedia.org/wiki/DuckDuckGo> (Accessed 4th November 2025)

⁵ The Washinton Post (9th November 2012), 'Ducking Google in search engines', Available at: https://www.washingtonpost.com/business/ducking-google-in-search-engines/2012/11/09/6cf3af10-2842-11e2-bab2-eda299503684_story.html (Accessed 4th November 2025)

⁶ Antonios Saravanos. et al. (2022) 'Reputation, Risk, and Trust on User Adoption of Internet Search Engines: The Case of DuckDuckGo', *CoRR*, Pg 1, Available at: <https://arxiv.org/pdf/2206.09428>

⁷ Wikipedia (2025), 'DuckDuckGo'. Available at: <https://en.wikipedia.org/wiki/DuckDuckGo> (Accessed 4th November 2025)

from "Rebel" to "Guardian" or "Sage." This is intentional and significant. The tone will be comforting, secure, and calm - it is an appropriate tone for selling a premium product.

Taglines, Slogans, and Messaging Pillars

The importance of DDG's evolving slogans can help explain the strategic movement of two different eras.

- Legacy Slogan: "Google tracks you. We don't."
- Current Taglines or Messaging Pillars: "Protection. Privacy. Peace of mind."

Market Competitors

Privacy Market Competitors

The top competitors to DDG Browser are:

Brave Browser: The top competitor to the privacy pie. DDG is associated with many add-ons like ad trackers and DDG boasts more ability to block ads/trackers. However, DDG lacks bonus (crypto rewards) that give Brave a bigger market share (100M global users+; DDG - less than 10M) and integration tools (it's complicated in a good way).

Mozilla Firefox: For an open-source option for more than a decade, championing customization and privacy. Market share now for FF is 2-3% at best but it has lost a great number of users over the years.

Vivaldi, Tor, etc. niche browsers exist for power users or specific use case people who need more use case privacy needs.

Wider Market Competitor Analysis

Search Engine	Market Share
Google	90.06%
Bing	4.31%
YANDEX	1.84%
Yahoo!	1.45%
DuckDuckGo	0.89%
Baidu	0.73%

Table 1: Search Engine Market Share (Worldwide, All Platforms)⁸

Google

Google has over 90% of the global search market share. Google leverages its "status quo" (not DDG failing to out-perform Google) advantage as the primary competitive barrier. Google is the default search engine on the three most used browsers around the world (Chrome, Safari, Firefox), which generates a unique behavioural bias one users have to actively override. Google's search engine is widely recognised as "the highest quality in the industry", which sets higher expectations from users, some of whom see

⁸ StatCounter Global Stats (2025), 'Browser Market Share Worldwide', Available at: <https://gs.statcounter.com/browser-market-share>, (Accessed 18th November 2025)

DDG's less personalised results as "less thorough" than Google.

Microsoft Bing

While Bing is a competitor, it is also DDG's most important supplier. DDG sources its search results from more than 400 places, but mostly from the Microsoft Bing index. DDG's contextual advertising model operates through the Microsoft Advertising Network. In 2022, DDG's browser was found to be under contract to not block specific Microsoft trackers. This was an absolute shock to the privacy community and provided an excellent storyline for competitors.

Perplexity.ai & You.com

Perplexity is well-funded and very ambitious. This category represents an existential and financial threat. Perplexity has proactively explored acquisitions and reportedly offered \$1 billion for Brave.⁹ DDG added "Duck.ai" as an "anonymising proxy" to respond, but this too has faced its own scepticism from users over privacy.

Regional Dominators

Ecosia, a German search engine, competes on an environmental value proposition using its ad revenue to fund reforestation. It's a serious challenger in Europe, particularly in Germany and France. In specific countries, local players compete with Google in the non-Google market; **Baidu** in China, **Yandex** in Russia and **Naver** in South Korea.

⁹ PC Mag (2025), 'Perplexity Really Wants Browser, Bidding on Brave, DuckDuckGo Before Chrome', Available at: <https://uk.pcmag.com/browsers/159590/perplexity-really-wants-to-buy-a-browser-bid-for-brave-duckduckgo-before-chrome>, (Accessed 18th November 2025)

SWOT Analysis

STRENGTHS	WEAKNESSES
<p>Strong Brand Identity and Mainstream Trust. Comprehensive "All-in-One" Free Product Suite. Financial Stability and Independence. Privacy-oriented browser. No IP tracking, and no targeted marketing. Blocks other search engines from collecting data and prevent data mining. Notable as a strong, single-brand marker on privacy. Free tier – private browser, private search, tracker blocking, smarter encryption and Email. Subscription – VPN, advanced Duck.ai models and identify theft prevention. Well-established user base - over 100 million users. 3 billion searches month over month. Colossal growth - annual fluctuation of 379% annual search queries from 2019. to 2024.</p> <p>Category Creation and Market Repositioning. Favourable Regulatory and Political Climate. AI integrated web searching - privacy a key issue. Makes DuckDuckGo's policy of privacy more appealing and adoptable. Businesses wanting to keep their IP and business ideas private could benefit from using DuckDuckGo. The new premium membership plan is arguably the single most exciting opportunity. Bundling of popular services (VPN, personal information removal, ID theft restoration, and advanced AI access) for a single fee, (\$9.99/month or \$99.99/year) gives DDG the opportunity to diversify. 91% of consumers have a stated desire to maintain their privacy, but lack the perceived technological prowess. The Privacy Curious audience and the under-indexed female audience are both important growth areas. A rebrand would allow the company to redefine its entire market from private search to the all-in-one privacy suite. This would certainly create a new market space that DDG could take ownership of, and separate DDG from pure privacy browsers (Brave, etc.) and AI-search (Perplexity). The Google remedies trial, creates a nice narrative as well as potential openings in the market for DDG. DDG is at the heart of these policy debates, and with increasing privacy legislation such as GDPR and CCPA, the value of DDG's core product is reinforced.</p>	<p>Critical Trust Deficit with Core Users. Technical Dependencies and Perceived Inferiority. Narrow and Imbalanced User Demographics. Identified Technical Vulnerabilities. Limited global search market share - around 0.63%. Spends a limited amount on marketing. No personalized data collection or targeted features which can strongly increase revenue. 2022 Microsoft tracker controversy – contractually obliged to show Microsoft trackers. Caused crippling and long-term damage to the brand's reputation. Not transparent in its censorship of Russian disinformation. Confusion on what true privacy this Duck.ai feature may or may not provide. DuckDuckGo's reliance on Microsoft Bing's index as – vulnerability. Competitors like Brave have their own independent index. Audience is overwhelmingly male - 73.3% male v. 26.7% female.</p> <p>Google's Chrome, Apple's Safari and Microsoft's Bing from a wider web search industry viewpoint. From those that focus on privacy there are: Brave, LibreWolf, Mojeek, Mullvad and TOR (used primarily for the dark web). A refusal to collaborate with LLM providers could alienate DDG in the future. Mozilla Firefox has positioned itself as a market leader for private web browsing. It enabled a privacy feature in 2015, which allowed users to wipe all your immediate cookies, history and passwords as soon as you close the browser. Google is the primary barrier due to its 90% market share and default place in the status quo on approximately every platform important in internet culture. Brave is a direct competitor, and they are telling a stronger technical privacy story (independent index, ad-blocking on by default more aggressively than DDG). Perplexity.ai, an AI-native search engine that is redefining the search category completely, threatening to obsolete traditional search (even private search). Perplexity has already been talking about acquisition opportunities, including a \$1b acquisition from Brave, then more recently talks with DDG's CEO about the opportunity to be acquired. DDG is in danger of being marginalised if it doesn't establish a position in the market. If DDG loses the Privacy Advocate community, it is very likely that the negative attitude of the community would poison the well in terms of the mainstream Privacy Curious audience that DDG needs to attract. A huge potential point of failure will be the dependency on Microsoft for search results and for advertising revenue. This is not a pass-fail situation; it is fundamentally a vulnerability that competitors can exploit with all the bad faith DDG and Microsoft generated from the trust crisis in 2022.</p>
OPPORTUNITIES	THREATS

PESTLE Analysis

DDG's core value proposition revolves around two key promises - protecting user privacy and providing unbiased private search results.

Political Factors

Political and regulatory climates which in turn play a role in how online services perform in different regions.

Opportunity:

As global attention to data privacy issues grows which we see in regulations like the GDPR in Europe and the CCPA in California that which supports DuckDuckGo's mission. These laws validate its privacy first approach and also may damage the reputation of competitors that are dependent on data tracking.

Threat:

In some regions which have government censorship or the internet restrictions (for example China and Indonesia) DuckDuckGo's access to global markets is limited.

Challenge:

DuckDuckGo is in a fine line as political pressure grows for it to moderate misinfo and harm it has to tread between its aim for neutrality and the social issue of disjointed info spread.

Economic Factors

Economic conditions play a role in which users do what they do and also in how search companies make money.

Opportunity:

During economic downturns advertisers turn to budget friendly ad options. DuckDuckGo's lesser used, less competitive ad space becomes a good choice for them.

Threat:

DuckDuckGo's revenue which comes from private non-tracking ads with partners like Microsoft is of a much smaller scale than what Google or Bing use which is a data driven model. This in turn limits DuckDuckGo's financial resources for rapid growth or R&D investment.

Challenge:

Competing against large players which have huge R&D and infrastructure budgets is a issue. At DuckDuckGo we had to innovate smartly and still maintain our ethical privacy first approach.

Social Factors

Social issues and user behavior is what drives DuckDuckGo's brand identity.

Opportunity:

1. Public concern over data privacy, surveillance capitalism, and filter bubbles continues to grow, driving more users to privacy-focused platforms like DuckDuckGo.
2. Younger demographics are growing in their digital literacy which also sees them use many different search engines and browsers for what they need which in turn increases DuckDuckGo's user base.

Threat:

However we see that the company is still having trouble with larger competitors' network effects. Also many users prefer to use default search engines out of convenience and habit which in turn makes mass adoption of DuckDuckGo a difficult achievement.

Technological Factors

Technology and innovation play a key role in how users find and access information.

Opportunity:

DuckDuckGo is putting out into the world a larger suite of privacy oriented products which includes a browser, email protection and a VPN in addition to search.

Threat:

Generative AI and conversational search tools are redefining what users expect. If DuckDuckGo doesn't adapt soon it risks being left behind as search transitions from a link based model to an AI driven one.

Challenge:

Maintaining high quality search results with little to no user data which competitors use is a challenge. We still struggle with meeting user expectation for accuracy and relevance.

Legal Factors

Legal structures and enforcement actions play a role in DuckDuckGo's operations and opportunities.

Opportunity:

Antitrust measures brought forward against big tech, which includes Google, will see more level playing field action. Also we may see device manufacturers include DuckDuckGo as the go to search engine which in turn will see a rise in its popularity.

Threat:

If governments require that we hand over user data which may be as little as we collect this goes against the core tenet of what DuckDuckGo stands for in terms of privacy.

Challenge:

The ever changing world of data privacy, cybersecurity and antitrust regulations calls for continuous legal attention and resources to achieve compliance in many jurisdictions.

Environmental Factors

Sustainability and corporate responsibility are of great importance to today's consumer.

Opportunity:

DuckDuckGo which has had a carbon negative commitment from the start of the company's run aligns with what is becoming a large scale consumer trend for environmental responsibility in businesses. This in turn strengthens the ethical and sustainable image of the brand.

Challenge:

Data centers' energy use is still a issue for all digital service providers. At DuckDuckGo's time they must put in place carbon footprint management and report on environmental actions in a very transparent way which in turn will prove their credibility.

Target Audience

DDG reports 20.6 million users (+1.5m) (DuckDuckGo 2025). Although the company provides little information, SimilarWeb has found that 64% of its customers are male and 62% are under 44. They say tech, particularly programming and gaming (35%), and adult entertainment (7.5%) refer new users to its userbase. North America and Western Europe account for 64% of its consumers¹⁰

DDG customers are likely risk-averse, secretive, and introverted. Thus the urge for an easy-to-use private browser. Their data is not stored or traced.

The tech sector is their largest user base. Privacy and pragmatism are likely values in their leisure and work time. Statistics show they also follow current events. As privacy concerns rise in recent months, DDG's campaign relies on this interest in current events. The UK Online Safety Act and EU Digital Services Act have led users to seek more private search options. DDG usage has increased in the UK (1.5%), France (2.1%), and Germany (6%)¹¹.

This suggests that the average DDG user is concerned about internet control and tracking, giving the product a solid niche. DDG might be a real alternative for these measures as most companies, major and minor, see these problems as a concern (Hurley 2025). Giving this to small to mid-sized companies who are knowledgeable in technology might be a breakthrough, especially if they see protecting customer data and privacy as a priority.

¹⁰ SimilarWeb, 'duckduckgo.com Website Analysis for October 2025', Available at: <https://www.similarweb.com/website/duckduckgo.com/#overview> (Accessed 18th November 2025)

¹¹ SimilarWeb, 'duckduckgo.com Website Analysis for October 2025', Available at: <https://www.similarweb.com/website/duckduckgo.com/#overview> (Accessed 18th November 2025)

Stakeholders

Businesses/Corporations

To provide a safe and secure working digital environment for employees with safeguards against hackers, scammers and trackers. Focusing on subscription option, to provide high-level safety with features such as VPN and identity theft prevention.

Consumers

To equip the individual user with bespoke privacy features whilst using the internet.

Focusing on ease-of-use.

PC Manufacturers

Creating collaborations with PC manufacturers to pre-install DuckDuckGo on PCs as a private search provider will be a vital element of the corporate strategy. DDG has already contacted the Australian government about this and now needs to focus on other markets.

Investors

DuckDuckGo may need to find new investors for such a project, as it did in 2012, with Union Square Investors.

The Re-Brand Strategy

The idea is to focus efforts on re-branding DDG for the business/corporate market and the private individual (mainly the elderly and young women), using web searches, possibly with AI.

We will focus the subscription package (called Privacy Pro) at businesses and corporations and build a marketing strategy to appeal to them.

We will increase exposure of the standard package to the elderly and young women, as they are large untapped markets for DDG.

We will revamp the logo and use a new tagline for promotional material.

Re-Brand Strategy: SMART Analysis

SMART Goal: To implement a new, strategic rebrand within 28 months by July 2025, changing the brand to shift from Rebel to Guardian (with a new logo and tag line - Privacy, Simplified). The new campaign will run on a \$69,600 marketing budget and will focus on three targeted segments:

- Businesses/Corporations (with the provision of a Privacy Pro subscription)
- The Elderly (or 'Technophobes')
- Young Women (especially those who shop online)

S - Specific

What: A full rebrand and shift in brand personality from Rebel to Guardian or Sage, with tone of 'calm instead of chaotic, streamlined instead of cluttered, secure instead of observed,' while also having a new logo and tag line (Privacy, Simplified).

Who (Targets): The plan will expand the existing tech-savvy, male-dominated user group and specifically target three additional segments:

- Businesses/Corporations: To sell the businesses "Privacy Pro" subscription package (VPN, AI, identity theft protection).
- The Elderly describing them as Technophobes - To create usage of the standard free browser, at a wider level.

- Young Women - To educate them about their online shopping and booking privacy functions.

How (Actions): The plan outlines further outreach for each area:

- Businesses: Attending specific trade conferences in 2026, such as InfoSecurity Europe and the RSA Conference and then lobbying governments for installation for PCs.
- The Elderly: Media buying on specific channels, ie QVC, Food Network, etc. and magazines like Reader's Digest and Good Housekeeping.
- Young Women: Using social media platforms to run educational campaigns.

M - Measurable.

Financials: There is a suggested total marketing expenditure of \$69,600, which breaks out as follows: product launches of \$20,880, 23, digital (\$17,400), events (\$6,960), and more.

KPIs: Which can measure success by:

- Number of new "Privacy Pro" subscriptions sold into businesses,
- Change in users' demographics by the numbers of males and females from the baseline (currently 64% male),
- Increase user adoption in the Worldwide Market (to build on current growth),
- Partnership opportunities with PC manufacturers (Dell, HP, etc.),
- Executing on the trade show plan for 2026.

A - Achievable

Strengths to Leverage: The plan leverages a Strong Brand Identity, a financially independent background, and a market-competitive user base.

Product Fit: The Privacy Pro subscription (VPN, identity theft counter-measures) is a real, premium product that fits the new Guardian tone and can be sold into businesses.

Challenges: The achievability of the plan is questioned by the:

- Critical Trust Deficit from the 2022 Microsoft tracker, which makes selling privacy a taller order.

- The lack of marketing spending compared to Google's 90% market share and "status quo" for this type.
- Existential threat from newly funded competitors in AI, with companies like Perplexity.ai.

R - Relevant

Financial Relevance: The current ad-based model generates considerably less income than competitors. This rebrand will diversify income by pushing a premium subscription (i.e. Privacy Pro), a significant opportunity.

Market Relevance: Current user base is niche, with 64% male. This strategy actively works to counter that by identifying untapped markets (i.e. business PCs, women, etc.).

Tonal Relevancy: The shift from Rebel to Guardian is more than simply a name change. This is a reasonable fit for selling a premium product to corporations that value security.

Regulatory Relevancy: The strategy seeks to take advantage of increasing public and governmental deregulation of privacy concerns (i.e. as with the GDPR or UK Online Safety Act, privacy has become a core selling strategy).

T - Time-bound

Key Rebrand Date: The newly rebuilt browser and associated discordant (calm, secure) voice is planned for July 2025.

Marketing & Events: The core of the marketing and outreach B2B campaign is scheduled for 2026, with a defined PR Strategy Calendar and participation in various tech events.

Overall Context: The plan proposes to make the next steps for the company's operation from 2019-2024.

New Logo Design



DuckDuckGo

Current Logo Design

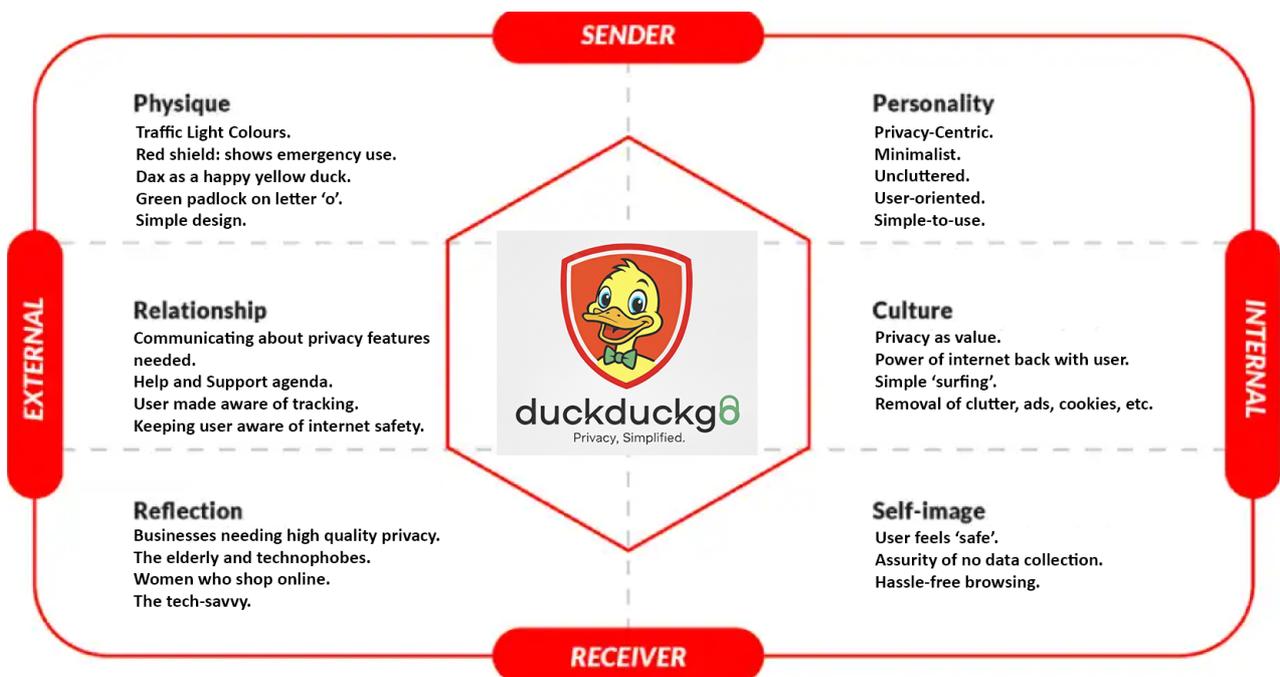


New Logo Design

The idea behind the new logo is to have traffic light colours included; a red shield (with Dax the duck in the middle protected by a white border), Dax as a yellow duck and a green padlock as the letter 'o' in the word DuckDuckGo.

The new tagline will be 'Privacy. Simplified'.

Kapferer's Brand Identity Prism Analysis



Segmentation, Positioning and Targeting

Businesses/Corporations

Commercial PCs make up about 54% of US PC demand. There are about 69 million PCs in the US. Business PCs account for 50-55% of the global market for PCs. That is 1 billion business PCs. That is an untouched market for DDG to influence eventually.

We will lobby governments for changing PC supply to incorporate privacy browsers such as DDG at the point of manufacture. DDG has already made some inroads into making this a reality in Australia, where it wrote to the government to lobby for this reality:

“We agree with the ACCC (Australian Competition and Consumer Commission) that search engines are critically important and we therefore believe this area should be prioritized in the new regime. We strongly support the ACCC’s position that search engine choice screens should:

- be free of charge;
- be surfaced on legacy as well as new devices;

change the search defaults across multiple search access points; and

- be subject to thorough user testing and third party consultation, and we would welcome the opportunity to collaborate with the ACCC on the same.”¹²

Rebranding DDG as the “go-to” browser for staff workstations and corporate PCs emphasises business privacy, security, and reliability, especially with AI.

The goal is to pre-install DDG on business PCs from multiple manufacturers and let users choose to use it, like Microsoft Edge on Windows PCs, Safari on iMacs/iPads, and Chrome on Chromebooks. It would take a lot of money to partner with Dell, HP, Lenovo, Asus, and Acer.

DDG will have an active presence in expositions and trade conferences, to make the tech sector aware of DDG’s philosophy and re-brand.

Event	Dates - 2026	Location	Notes
RSA Conference	Feb 23–27	San Francisco, USA	Flagship global cybersecurity event; enterprise security, cryptography, policy
Black Hat USA	Aug 3–6	Las Vegas, USA	Cutting-edge research, hacking demos, training
DEF CON	Aug 6–9	Las Vegas, USA	Hacker convention; grassroots, contests, workshops

¹² Mahl, A. (2023), *Letter to the Australian Government*, 15th February: Brussels, Belgium

InfoSecurity Europe	Jun 2–4	London, UK	Europe’s largest cybersecurity expo; vendor showcases, compliance
CyberTech Global Tel Aviv	Jan 27–29	Tel Aviv, Israel	International expo; startups, government, enterprise
GovWare Conference & Exhibition	Oct 7–9	Singapore	Asia’s premier cybersecurity event; policy and enterprise focus
IT-SA Expo & Congress	Oct 13–15	Nuremberg, Germany	Europe’s largest IT security expo; cloud and data protection
Gartner Security & Risk Management Summit	Jun 8–11	National Harbor, USA	Strategic risk management for CISOs
SANS Cybersecurity Summit	Multiple dates	Global	Training-heavy; penetration testing, cloud security
ShmooCon	Jan 16–18	Washington, D.C., USA	Hacker conference; new tools and research
BSides (Global)	Year-round	Worldwide	Community-driven local conferences
CyberSec Europe	Apr 22–23	Brussels, Belgium	European cybersecurity challenges; trade exhibition

As we focus on the UK market, InfoSecurity Europe is a major event, but DDG would benefit from attending CyberSec Europe, the RSA Conference, and GovWare after the rebrand.

IT Unions representing tech workers are another alternative. Examples are IFPTE and UTAW. It would create vertical or trickle-down exposure to the ground and every company's most significant asset—its personnel.

The Elderly (Technophobes)

Due to the lack of tech use, this market is harder to enter. Start advertising on TV, especially on cooking, shopping and old TV shows/movies channels, which the elderly watch. QVC, Food Network, and Antenna TV are ideal. Another option is to advertise in senior magazines. Reader’s Digest, Good Housekeeping, and Seniors Lifestyle Magazine are good. The message must match their beliefs and imply that DDG is still rebranding to target seniors by improving online security, otherwise they may reject the principals.

Young Women

Focussing on this population may be rewarding. Women aged 24-35 are unaware of DDG's mandate and features, therefore teaching them on social media might benefit them laterally. This means they could benefit from online purchasing security, no tracking while booking holidays (which can raise prices), and other benefits.

Costed Communication Strategy

To start with, DDG will accrue \$69,600 in investment from its partners, such as Union Square Investors, to put towards the campaign. This is 1.2% of 2024's revenue, which was \$5.8 million.¹³ Another option would be to use a portion of the total marketing budget for the year, if investment cannot be secured.

Below are tables showing how this budget will be allocated, including how each element will be used.

Marketing Budget Allocation (Total: \$69,600)

Department / Focus Area	% of Marketing Budget	Amount (\$)	Purpose
Product Launch Campaigns	30%	20,880	Ads, launch events, influencer partnerships
Digital Marketing	25%	17,400	Social media ads, SEO, content creation
Public Relations (PR)	15%	10,440	Press releases, media outreach, crisis comms
Creative Production	10%	6,960	Graphic design, video production, branding assets
Market Research & Analytics	10%	6,960	Consumer surveys, competitor analysis, performance tracking
Events & Sponsorships	10%	6,960	Trade shows, conferences, sponsorships

Product Launch Campaigns Budget (\$20,880)

Sub-Category	% of Launch Budget	Amount (\$)	Purpose
Advertising (Digital & Print)	35%	7,308	Paid ads on social media, Google, industry magazines
Launch Event / Premiere	25%	5,220	Venue, logistics, guest invites, live streaming
Influencer & Partnerships	20%	4,176	Collaborations with industry influencers, sponsored posts
Creative Assets	10%	2,088	Trailer edits, posters, branded visuals
Publicity Materials	10%	2,088	Press kits, merchandise, giveaways

¹³ Zippi (2025), 'DuckDuckGo Revenue', Available at: <https://www.zippia.com/duckduckgo-careers-1425922/revenue>, (Accessed 17th November 2025)

Digital Marketing Budget (\$17,400)

Sub-Category	% of Digital Budget	Amount (\$)	Purpose
Social Media Advertising	35%	6,090	Paid ads on Facebook, Instagram, LinkedIn, TikTok
Search Engine Marketing (SEM/SEO)	25%	4,350	Google Ads, keyword optimization, content SEO
Content Creation	20%	3,480	Blog posts, videos, infographics, newsletters
Email Marketing	10%	1,740	Campaign automation, subscriber growth, A/B testing
Analytics & Tools	10%	1,740	Tracking tools, dashboards, performance reporting

Public Relations Budget (\$10,440)

Sub-Category	% of PR Budget	Amount (\$)	Purpose
Press Releases & Distribution	30%	3,132	Drafting, editing, and distributing press releases to media outlets
Media Outreach & Relations	25%	2,610	Building journalist relationships, pitching stories, arranging interviews
Crisis Communications	20%	2,088	Preparing response strategies, training spokespeople, monitoring reputation
PR Events & Briefings	15%	1,566	Hosting press conferences, media days, networking events
Monitoring & Reporting Tools	10%	1,044	Subscriptions to PR monitoring tools (e.g., Meltwater, Cision)

Creative Production Budget (\$6,960)

Sub-Category	% of Creative Budget	Amount (\$)	Purpose
Graphic Design	30%	2,088	Posters, flyers, digital ads, branding assets
Video Production	25%	1,740	Promo videos, teasers, social media reels
Photography	20%	1,392	Product shots, event coverage, behind-the-scenes content
Copywriting & Storytelling	15%	1,044	Campaign slogans, ad copy, press kit content
Design Tools & Software	10%	696	Subscriptions (Adobe Creative Cloud, Canva Pro, etc.)

Market Research & Analytics Budget (\$6,960)

Sub-Category	% of Research Budget	Amount (\$)	Purpose
Consumer Surveys & Focus Groups	30%	2,088	Collect direct feedback on product features, pricing, and branding
Competitor Analysis	25%	1,740	Benchmarking against competitors, tracking their campaigns and market positioning
Data Analytics Tools	20%	1,392	Subscriptions to analytics platforms (Google Analytics, SEMrush, etc.)
Performance Tracking	15%	1,044	Monitoring KPIs, ROI, conversion rates, and campaign effectiveness
Industry Reports & Insights	10%	696	Purchasing market reports, trend analysis, and sector forecasts

Events & Sponsorships Budget (\$6,960)

Sub-Category	% of Events Budget	Amount (\$)	Purpose
Industry Conferences & Trade Shows	35%	2,436	Booth setup, registration fees, promotional materials
Community Events & Activations	25%	1,740	Local outreach, pop-up events, experiential marketing
Sponsorships & Partnerships	20%	1,392	Partnering with relevant organizations, sponsoring niche events
Networking & Hospitality	10%	696	Client dinners, VIP meet-ups, hospitality suites
Event Collateral & Merchandise	10%	696	Branded giveaways, banners, signage, swag

Concluding Remarks

In this report, we have presented to you a niche web browser and search engine provider, namely DuckDuckGo. We have demonstrated that it operates with the central idea of user privacy as its focus.

We have shown that the global search market is rapidly evolving; and with the rise of GPT and AI there is the notion that 'search data' is fast becoming a valuable currency for tech companies such as Google and Microsoft to profit off.

We have focused on DDG and its core value of privacy and set out to expand its reach, especially with markets that have been overlooked.

We have rebranded the company logo, and used a new tagline.

We have shown a SMART analysis on how we would go about promoting the rebrand.

We have costed the project and shown where we would target the promotion.

Thank you for reading!

Press Release:

DuckDuckGo starts its "Guardian" Era with Privacy Pro, new for 2026

DuckDuckGo, the privacy search engine, is starting a new chapter in April 2026. Rebranding its identity from "Rebel" to "Guardian", DuckDuckGo is launching Privacy Pro, a subscription suite that bundles VPN, AI-driven monitoring, and identity theft protection. This package is designed to replace the fragmented tools businesses have been piecing together. "Privacy Pro replaces the patchwork of tools with one unified solution," said CEO Gabriel Weinberg.

Weinberg framed the move as a response to rising regulatory and market pressures. "Privacy has moved from fringe concern to boardroom priority," he explained. With frameworks like GDPR and the UK's Online Safety Act reshaping the digital landscape, DuckDuckGo's new "Guardian" identity is meant to simplify compliance and reduce risks from third-party tracking.

At the same time, the company is broadening its reach. Corporate IT departments will benefit from easier deployment, while seniors and non-technical users gain simplified access to secure e-commerce. "Privacy should be universal, simple for seniors, powerful for enterprises," Weinberg added. The focus on accessibility reflects DuckDuckGo's ambition to make privacy mainstream across demographics, not just among tech insiders.

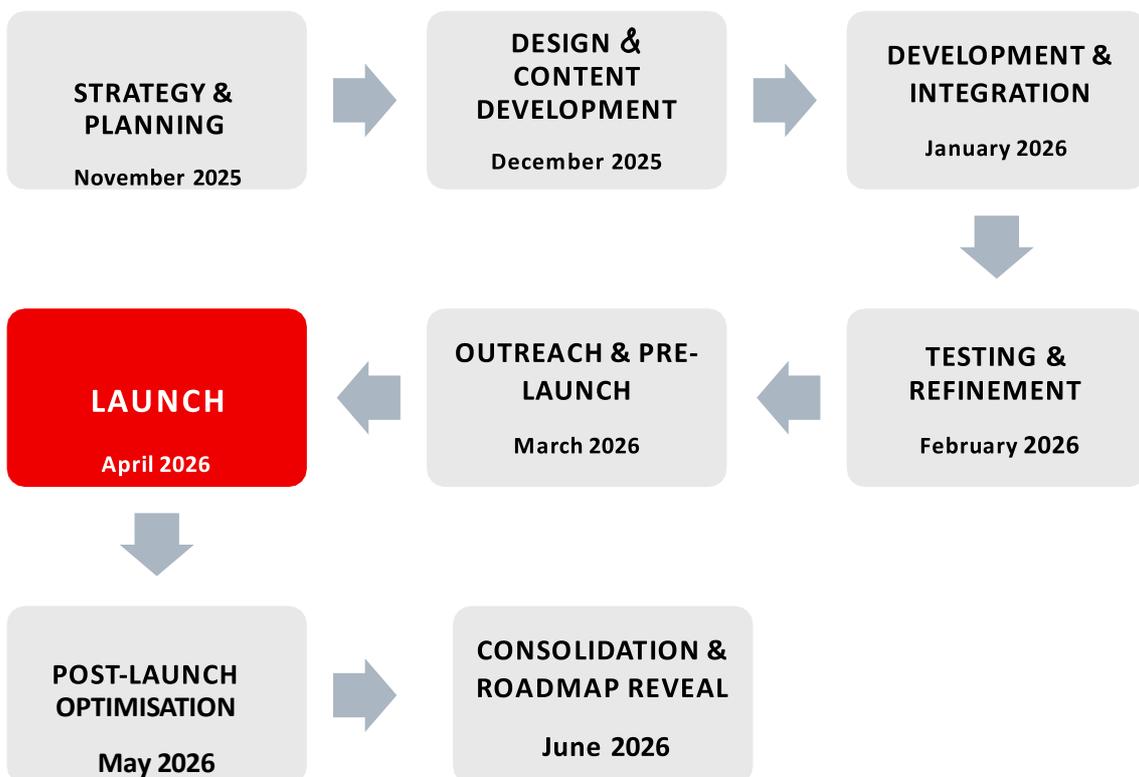
Weinberg closed the announcement with a clear vision: "We've proven privacy can be mainstream. Now we're making it mission-critical for business. Guardian is our promise to stand watch over the digital economy."

The new identity takes effect immediately, with DuckDuckGo set to showcase its enterprise offerings at InfoSecurity Europe and the RSA Conference in 2026. Founded in 2008, the company built its reputation on private search and consumer privacy tools. With Privacy Pro, DuckDuckGo is positioning itself as the trusted Guardian of digital trust in a post-regulation era.

Website Launch Programme

Duration: November 2025 – June 2026

Launch Month: April 2026



PR Team Calendar

Duration: December 2025 – June 2026

Focus: Media Relations • Draft Creation • Press Kits • Interviews • Influencer Outreach • Strategic Partnerships • B2B Outreach

<p style="text-align: center;">DECEMBER</p>	<ul style="list-style-type: none"> • Begin outreach to privacy-focused businesses with messaging (drafting B2B pitch templates) • Soft outreach to journalists with teaser updates • Draft editorial calendar
<p style="text-align: center;">JANUARY</p>	<ul style="list-style-type: none"> • Finalise influencer list • Plan virtual roundtable to draft media invites and press release • Formal outreach to privacy-focused organizations for partnership proposals
<p style="text-align: center;">FEBRUARY</p>	<ul style="list-style-type: none"> • Finalized embargoed briefings, draft interview prep sheets • Distribute press kits and draft follow-up email templates • Virtual roundtable • Finalize launch-day media assets and B2B co-marketing opportunities
<p style="text-align: center;">MARCH</p>	<ul style="list-style-type: none"> • Launch regional press outreach and draft localized press pitches • Deepen outreach to privacy-focused businesses with case studies and integration ideas • Finalize launch-day coverage plan and draft media briefing deck • Confirm influencer content delivery and draft post-launch amplification plan

<p style="text-align: center;">APRIL</p>	<ul style="list-style-type: none"> • Final press kit updates and distribution • Official Launch Week: <ul style="list-style-type: none"> Media interviews Influencer content goes live Coverage tracking begins Draft post-launch Impact report and media recap
<p style="text-align: center;">MAY</p>	<ul style="list-style-type: none"> • Host privacy webinar with media and business invite • Publish post-launch impact report Deepen B2B Analysis Report
<p style="text-align: center;">JUNE</p>	<ul style="list-style-type: none"> • Pitch roadmap story to tech outlets and business partners • Final PR team retrospective on performance review deck

Editorial Calendar

Duration: January 2025 – June 2026

Type of Contents: Press Release, B2B Pitches, Invite, Posters, Etc.

JANUARY	<ul style="list-style-type: none"> • Draft press kits (pre-stage) • Formal B2B business draft distribution • Draft collaboration briefs • Draft & Distribute virtual roundtable media invites and press release
FEBRUARY	<ul style="list-style-type: none"> • Drafting & Issuing of Posters / Flyers • Final Draft of Q/A for Virtual Round Table • Draft & Publish Promotional Blogs • Draft & Publish Newsletters about the Beta Testing
MARCH	<ul style="list-style-type: none"> • Orchestration of press release draft • Drafting and distributing B2B business invitation • Regional posters / multilanguage campaign assets
APRIL	<ul style="list-style-type: none"> • Launch Day Blogs & SEO Engagement • Distribution of Press Releases and Launch Day visuals sent out • Thank you, posters/post launch social highlights, designed
MAY	<ul style="list-style-type: none"> • Webinar invite draft and follow up emails • Poster & Newsletter Distribution • Drafting and Issuing contents to increase customer engagement
JUNE	<ul style="list-style-type: none"> • Wrap up report on campaign/performance blog

Annexure

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