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## Readers' Union appoints Response One for media planning

 by [Alex Donohue](#) Brand Republic 17-Sep-07, 13:20

LONDON - Book club Readers' Union has hired Response One to handle its media planning and buying account for direct marketing, inserts and display activity.

Readers' Union, which incorporates Gardeners' Book Society and Photographers' Book Club, said Response One had been chosen following an in-depth review of its media planning and buying accounts across its specialist book clubs.

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Response One, which also handles Samaritans, Egg and Direct Line, will mastermind a "centralised approach" to Readers' Union's direct mailing, insert and display ad campaigns, and streamline the approach of its specialist book fields, which include The Equestrian Book Society and The Craft Club.

Patrick Sargeant, managing director of Response One, said the new campaigns would allow Readers' Union to "capitalise on improved frequency and purchasing efficiencies" by centralising its direct marketing business.

Emma McCallion, direct marketing manager at Readers' Union, said: "Given the sheer volume of campaigns being booked at any one time, there was a real need for integration of our various media campaigns."

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 Readers' Union: response to handle DM media
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