

## RSPCA Assured launches new website to boost consumer awareness and trust

*And reach a quarter of a million visitors in 2021*

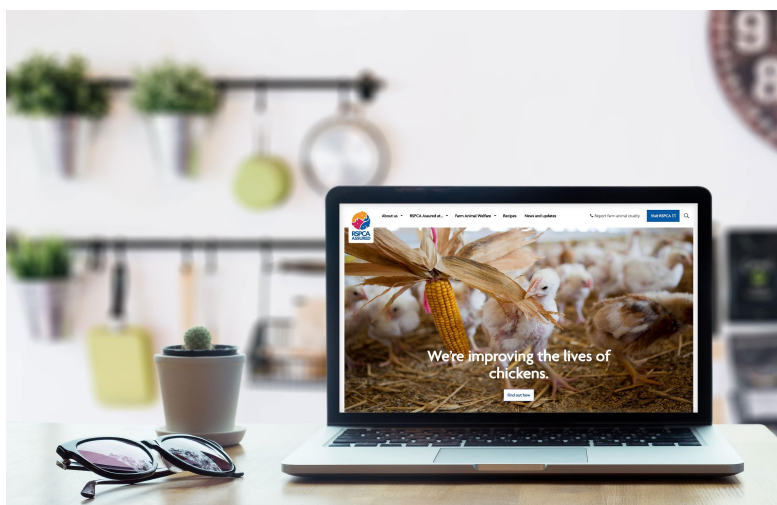
Friday 23 April 2021

RSPCA Assured has today launched a [new website](#) in a major push to further boost consumer awareness and trust of the brand, as well as better promote the importance of choosing RSPCA Assured products to help improve farm animal welfare.

It comes following news last month that 64% of young professionals and families now recognise the RSPCA Assured logo, less than six years after it was re-branded from Freedom Food.

Boasting easier navigation, the more user-friendly website has an abundance of new interactive and informative features. These include:

- A simpler [‘where-to-buy’](#) RSPCA Assured products tool
- [Policies](#) on plastic packaging, soy and palm oil
- How the charity is [funded](#)
- How RSPCA Assured tackles [primary consumer welfare concerns](#) for different farm animals



Popular content from the old website has also been revamped for the new-look site, including recipes, features on RSPCA Assured members and the latest news.

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# RSPCA Assured news



Over the coming months, new infographics and video content will also be added to the site to further boost visitor experience and engagement.

Commenting on the launch of the new site Jodie Adam, digital communications manager at RSPCA Assured, said:

"We decided the time was right to refresh and relaunch our website for two reasons. Firstly, the results of our consumer research which showed that customers really want to know more about how RSPCA Assured works and why they should trust us. And secondly, to meet the changing trends in the way people access information on the internet.

"Last year 60% of visitors to the website accessed it via mobile so, with this in mind, not only have we made it easier to find what you are looking for but we have also designed it with mobile browsing in mind. We hope this means we will hit our target of 250,000 hits this year."

**Ends**

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