



# Natural advantage

Creston is an insight and communications group for the 21st century, delivering the skills that clients need to plan and execute innovative brand strategies for a rapidly changing consumer world.

In the era of digital communications, change has become a constant for our sector. We believe that a capability for rapidly evolving skills, and real synergy between marketing disciplines, are essential if agencies are to deliver the innovative and effective solutions that their clients require. At Creston, we have designed a Group to deliver exactly this. As the only major communications Group to launch in the 21st century, we have been able to build a culture, structure and strategy around the need to evolve skills rapidly and deliver synergistic, flexible marketing strategies. As a result we have a natural competitive advantage within our sector.

Creston consists of three divisions: Insight, Communications and Health. Within each of these divisions are Centres of Excellence that share evolving skills across the Group. In addition, our agencies have a proven track record of working together to deliver flexible, responsive solutions for our clients.

This collaborative and progressive approach makes our Group greater than the sum of its parts and ensures that clients achieve the best results, whatever the medium.

