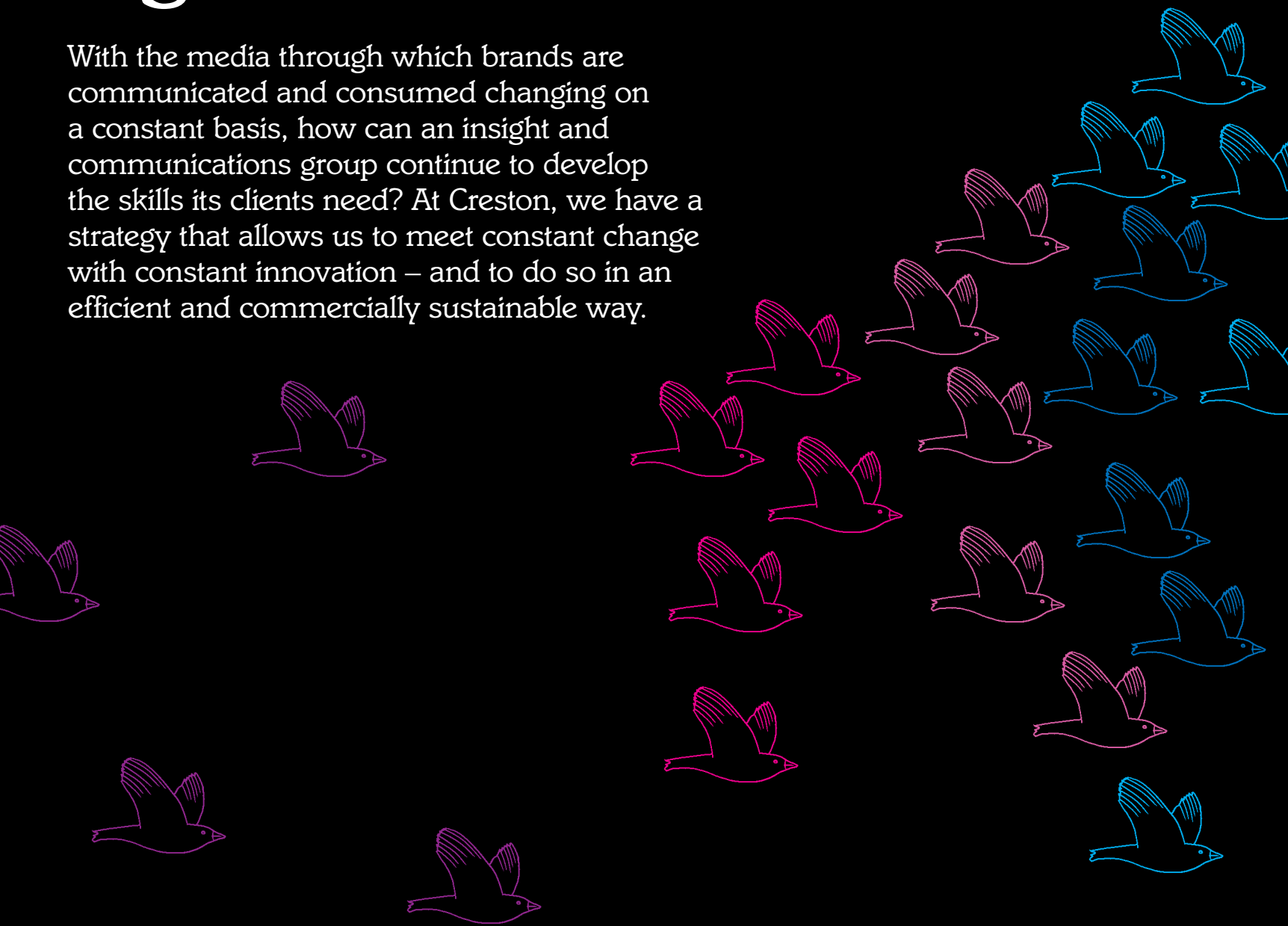


Adapting to change together

With the media through which brands are communicated and consumed changing on a constant basis, how can an insight and communications group continue to develop the skills its clients need? At Creston, we have a strategy that allows us to meet constant change with constant innovation – and to do so in an efficient and commercially sustainable way.





Seven

Centres of Excellence operating across the Group

Centres of Excellence

We believe that start-ups represent the most efficient and effective way to respond to rapidly changing media channels. Under our Centres of Excellence strategy, the Group funds initial investment costs for specialist start-ups, which are housed with the most appropriate Group agencies. The skills and capabilities of these start-ups are then available for use by agencies across the Group. Centres of Excellence have helped to build our capacity for online and qualitative research, digital healthcare marketing, social media, mobile marketing, search engine optimisation and print production.

Delivering new thinking

The accessibility of skills from across the Group provides our agencies with ready access to new thinking. In the healthcare sector this is helping to lead the debate on the role of social media in healthcare marketing. The Health division has this year worked with our research agency ICM to demonstrate the growing use of social media and Wikipedia in the clinical setting and argue for pharmaceutical companies having a voice in digital media.