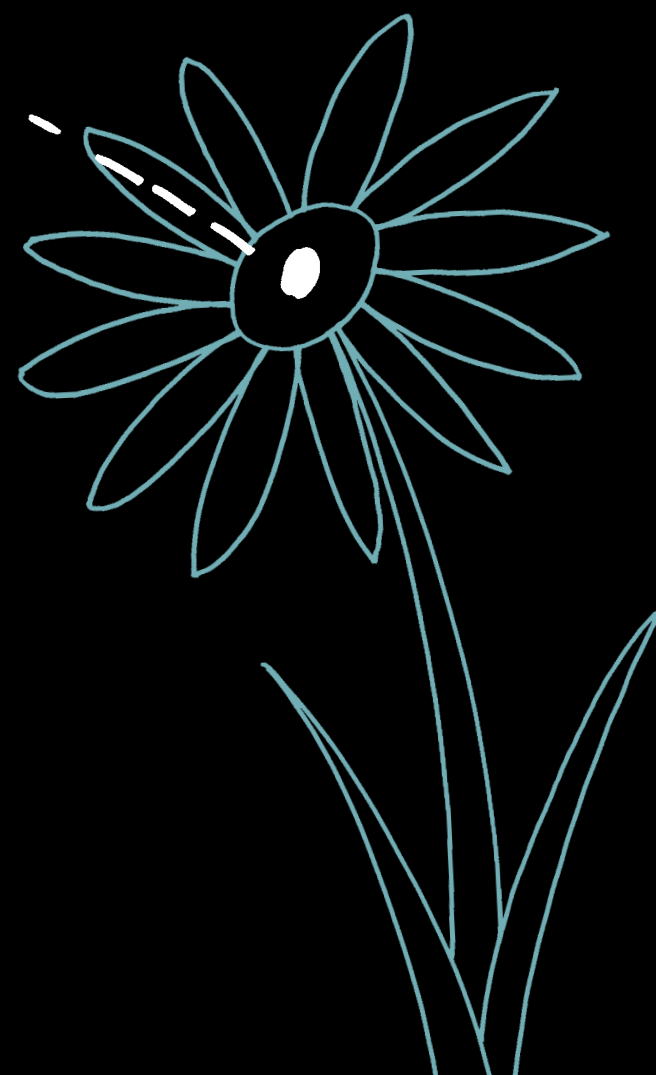


Sharing knowledge

The rapid evolution of digital media and the convergence between different forms of media consumption mean that a blend of marketing skills is today essential for connecting brands to consumers effectively. Synergy between divisions and agencies is embedded within Creston's Group DNA. And we have built the structures to deliver day-to-day collaboration on an ongoing basis.





£1.2m

of synergy referrals

Shared thinking

Our Digital Forum, launched in 2009, brings together senior representatives from every Creston agency for regular meetings to help build contacts and share innovations and ideas across the Group. This year we created the role of Group Digital Director, to identify opportunities to deliver best-in-class client solutions using digital skills from across the Group. Agencies can also draw on the resources of our Knowledge Centre.

Incremental revenue

Synergy referrals generated an estimated £1.2 million of additional revenue for the Group, and nine of our top 20 clients now work across more than one Creston division. The benefits of our approach have been particularly evident in the healthcare sector, where our Health division has been able to draw on the skills of our Insight and Communications agencies to deliver market-leading solutions and gain significant competitive advantage.