

Working together to make more things possible

In an age where the internet seems to be taking over the world, we believe that identifying the right blend of marketing skills is required to connect brands to consumers in a meaningful and memorable way. There is just too much at stake to allow silo interests to inhibit or prevent the effort towards achieving stronger offerings and effective synergistic marketing strategies and programmes.

So how are we empowering our businesses and employees to continue to deliver what clients want in an industry that is in the throes of tremendous change? How, as a Group, are we breaking down the silos to build better marketing campaigns?

Greater focus on the management of the Group's knowledge

Sharing business-critical knowledge and expertise is a core benefit of belonging to a group and a key driver of growth. By focusing on the management of knowledge as an asset, and on the development and cultivation of the channels through which this knowledge flows, Creston aims to provide its companies and their clients with highly valued insight and intelligence within a framework that protects client confidentiality and intellectual property.

After a year of development and trial, TMW has launched the 'Knowledge Centre', a knowledge management tool that allows its employees to access the accumulated knowledge of the agency, knowledge that is often acquired through intense research and painstaking analysis. This year, the model and technology will be rolled out to all Group companies beginning with those in our Communications Division, at minimal cost.

Thought leadership a vital driver of business success

As well as leading the debate, our companies are actively working together through our 'centres of excellence' and forums to drive the development of new thinking, products and services.

For instance, tmwdigitalhealth, a strategic alliance between our healthcare agencies, PAN Advertising, Red Door Communications, and our digital relationship marketing agency, TMW, launched late last year to service the growing need in healthcare for innovative digital solutions. Following

a thorough tender process, tmwdigitalhealth was appointed to the GSK roster in March and is currently in talks with a number of other major companies in the Pharmaceutical sector.

Further, looking across the Group, we will be seeking to consolidate and leverage our market expertise and competencies in a number of industry sectors: retail, social and political, automotive, technology and financial services.

Informing and inspiring our employees

At a basic level, we continue to educate our Group companies about each other, what they do and who for, and how they can help each other.

Our quarterly newsletter, CQ, was launched in the spring of this year. Conveying Creston's vision and values, and promoting the outstanding achievements of our Group companies and the individuals within them, it aims to build greater awareness of our agency brands, people, products and services.

Further, our new website, www.creston.com, went live in June. Whilst addressing the needs of a number of audiences (investors, clients, journalists), our employees needs were paramount in the planning process. The website for them is both a source of information and inspiration. Of course, the financial performance of the Group is important and, like all stakeholders, they want timely notification of the Company's published reports and press releases. But they are also using the site to learn about, and keep up-to-date with Creston, its thoughts and services. Here they can find examples of the Group's strategic and creative excellence.

This year we also adopted Twitter as another channel to communicate Group information and build brand loyalty. Employees and shareholders are encouraged to follow us at www.twitter.com/Creston_Group.

In summary

Our companies draw upon the collective knowledge, expertise and services from across the Group, so that their clients receive the best advice and achieve the best results no matter what the medium. By working together, whether on research or as full-scale partners, our companies continuously share and innovate to make more things possible for their clients and people.

Our Synergies