

CDS V.O.5

We are CDS – and we simplify complexity.

Because it's the difficult; the problematic, which sparks our imagination.

It's why we come to work every morning –

to make 'simple' part of everything we create...

...everything we design, develop or build...

...and everything we deliver for all our clients.

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It's all about making people's lives just that little bit easier...

...helping them get from A to B quickly, efficiently, safely

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And keeping business efficiently ticking over silently in the background.

Small business imagery

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It's about making the whole nation feel safer – more secure, more protected.

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It's about looking after people's health...

...at home...

...and abroad...

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And even looking after people's wealth...

...making sure banks are always ready for business...

...and helping organisations deliver the essential life skills people need to develop flourishing careers.

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We do all we can to make life easier when it is hard.

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Improving life in our biggest, most vibrant cities...

...and our smallest, local communities.

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Whether we're engaging with people in the good times...

...or the bad...

... we want to make things better...

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...which is quite an ambition for a communications agency to have...

...but we've never been your average ten-a-penny agency...

...because everything we have ever worked on...

...every brief...

...every project...

...every website, print run, campaign or initiative ...

...everything has always centred on our purpose – **changing the way business resolves complex challenges**

...transforming the way organisations talk to people...

... changing the way people interact and connect with them...

...and – ultimately making a positive difference