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…

…

…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