

## Creston Unlimited announces partnership to expand its digital consultancy offer

Contributed by Creston Unlimited  
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Following its recent acquisition of the digital design and development consultancy, Splendid Unlimited, Creston Unlimited, the marketing communications group, today announces its partnership agreement with The Digital Consultancy.Â

Founded in 2010, with offices in London and New York, The Digital Consultancy provides digital strategy and transformation services helping companies close the gap between what digital consumers demand and expect from a business and what they actually experience.Â Clients include BP, Centrica, Castrol, MSD, Rolls Royce and Sanofi Pasteur MSD.

A strategic focus for Creston Unlimited is to continue the growth of its digital marketing consultancy offer and this partnership complements the Groupâ€™s most recent acquisition in the digital space, Splendid Unlimited.

The complementary services of Creston Unlimited and The Digital Consultancy are expected to lead to joint pitching and referral opportunities for both businesses. To demonstrate our aligned philosophy and working practices, The Digital Consultancy will service our shared clients under the Unlimited brand as The Digital Consultancy Unlimited.

Barrie Brien, Crestonâ€™s Group Chief Executive, commented: â€œWe have found a great partner in The Digital Consultancy both in terms of strategic and cultural fit. The Group already derives more than 50 per cent of its revenue from digital and online activities and this partnership will enhance our digital reputation further adding expertise in digital strategy and transformation to complement our existing strength in digital marketing solutions.â€•

Mike Coppen-Gardner, Director of The Digital Consultancy, added: â€œSince our launch in 2010, we have continuously provided strategic digital expertise for our clients. As we continue to scale our business, we are excited about the partnership with Creston Group and look forward to working within its Unlimited offering.â€•