

DS.EMOTION

EXPORT

**Brand, Design &
Digital Communication**

Issue 2
Autumn/Winter 2016



25 YEARS IN THE BUSINESS

1 JOB LASTING AN HOUR AND A HALF
 200 SCOTTISH OAK SAPLINGS
 2 MEN & A SHED
 400 CANS OF SPRAY PAINT
 1 AMBULANCE
 2 VISITS TO A&E
 25 EVENTFUL XMAS PARTIES
 COUNTLESS TEARS SHED
 1 EAMES CHAIR
 1 PREVENTED ROBBERY
 ONE TRASHED GOLF BUGGY
 200 RUGBY BALLS
 2 OFFICES IN LONDON
 1 OFFICE IN MANCHESTER
 1 PYTHON
 100 INTERNS
 CRAFTED
 4,230 LATE NIGHTS
 1 GOLDEN BUDDHA
 7,340 IDENTITIES
 4,000 SCALPEL BLADES
 1 BOOK ON VIRAL MARKETING
 2,729 PLACES CREATED
 1 FAMOUS FASHION PRESENTER
 5,532 BUILDINGS NAMED
 2 INTERNAL REBRANDS
 A BLUE PETER PRESENTER
 A LIFETIME OF MACS
 1 TANK COMMANDER
 1 WORLD WIDE WEB
 4 OFFICES IN LEEDS
 OVER 10,000 BRANDS BUILT
 4,320 PIZZAS CONSUMED
 50 MODEL CASTINGS
 1,000, 534 HOURS OF SLEEP
 LOST
 700,000 TEA BAGS USED
 400 CUSTARD CREAMS
 A SMALL FOREST RE-PLANTED BY PAPER USE
 2 DRAGON BOAT RACES
 FIRST EVER DIGITAL VIRAL CAMPAIGN, HITTING 7 CONTINENTS, IN 24 HOURS
 9 MARRIAGES
 COUNTLESS LAUGHS
 6,500 EARLY MORNINGS
 4 DOGS
 1 BROKEN JAW
 1 SLEEP IN THE PARK
 1 HOME OF BRITISH MOTOR RACING
 A MULTIMILLIONAIRE MEMBER OF STAFF
 3,120 WEBSITES CREATED
 OVER 40,000 MEETINGS ATTENDED
 1 JOB LASTING 20 YEARS
 4 MILES OF ETHERNET CABLE
 4x10K RUNS
 1 DRAGONS DEN
 BT'S FIRST E-COMMERCE SITE
 1 WELL BUILT REPUTATION

YEARS AND COUNTING

25 YEARS A RETROSPECTIVE



Far Left: 1999 Campaign for Barratts Shoes.
Left: 2001 General Election Viral Campaign.
Below: 2009 Campaign to Give Carnaby its Mojo Back.
Below Right: 2013 Trinity Leeds Opening.

Celebrating DS.Emotion's 25th birthday, we are proud to talk about a few of the key moments in time that have helped to shape our business. In this edition of Export, we'd like to introduce more of the varied client's we work with and showcase some of our recent work.

We also provide insight into our team's top picks for eating, drinking and entertainment in our home cities of Leeds, Manchester and London. We hope you enjoy.

SOME OF THE KEY MOMENTS IN TIME

So, a lot of changes in 25 years it seems, but we've made it, we've arrived at this significant milestone!

These have been eventful years, and years which have seen the tool of our trade transform from a humble Apple into one of the biggest and most successful super brands the globe has ever seen.

It seems a long time ago when we first borrowed £1,000 from the bank to start this business - more of a concept of how to make a few extra pounds than an intention to build a business. But build a business we have - and we believe it's a good one.

I'm proud to say that despite the rocky and sometimes totally unpredictable road we've walked, jogged and occasionally run down, we have persevered and from small acorns we have grown some pretty sizeable oaks.

Our team has also grown, shrunk and diversified over the years but I'm proud to say that some of those who joined us in the early years are still with us today, older and certainly wiser. Angus and I would like to thank the team, the originals, as well as those who've joined us in the last few weeks across our studios in Leeds, Manchester and London for their hard work, skills and service. As a service driven business we couldn't have done it without you. The reason we still get up in the morning to do what we do is because of the ever evolving creative world we live in. It never stands still and the ideas we present to our clients today

Angus Armitage (left) and Matt Button, Directors, DS.Emotion



are as fresh and exciting to discover as they were in the early days. Couple this with the development of the digital world and we have a playing field that is always evolving and constantly expanding, engaging and challenging us on a daily basis - long may it continue.

Our projects, some of them self indulgent, have been broad in their subject matter and although we now specialise in the property, destination and place marketing sector, we value greatly the work we do and have done for our clients in other sectors such as technology, global translation, retail and the financial markets.

FIRST EVER DIGITAL VIRAL CAMPAIGN

One of our first significant clients was Barratts shoes. Based close to our office in Yeading they helped to expand our team, work with nationally recognised photographers, models and celebrities as well as teaching us a thing or two about how to do business. A tough client but a great one who we worked with for a number of years.

Before the development of social media and its now super fast social media environment, we produced one of the first ever viral marketing campaign to mark the 2001 general election - a fight-em-up game, crude in its development, called Crouching Tony Hidden Hague. Our team of web developers tracked this game live and discovered that within seven hours of being seeded, it had spread globally across seven continents.

A call in the eighth hour from Number 10 Downing Street's press office who wanted to "become involved" in the outcome of this global confrontation showed us the power of the internet for the first time - so much in fact, that one member of staff went on to write a book on Viral Marketing which was subsequently published.

A turning point in our key area of property and destination branding and marketing followed the work we had done for the Victoria Quarter in Leeds, helping re-position this beautiful listed destination into what became known as 'the Knightsbridge of the North'. Another call came into the studios, asking us to pitch for the re-branding and re-positioning of Carnaby Street

and surrounding areas, for the landlord Shaftesbury Plc. The brief was simple... "Carnaby has lost it's Mojo and we want it back". The rest is history. This project helped us tune our branding process, launch a London office and has resulted in us developing brands for some of the most significant residential and commercial destinations in the country. Places I keep reminding our team that will be on the map forever. A legacy to be proud of - we think so.

Matt Button, Director, DS.Emotion



// A call in the eighth hour from Number 10 Downing Street's press office who wanted to "become involved" in the outcome of this global confrontation showed us the power of the internet for the first time. //

Matthew Button - Founder and Director

MODA MORE LIFESTYLE THAN LANDLORD

PRS, a relatively new acronym, means a lot to the residential property sector and to the investment market but what does it mean to those wishing to live a quality life in a city?

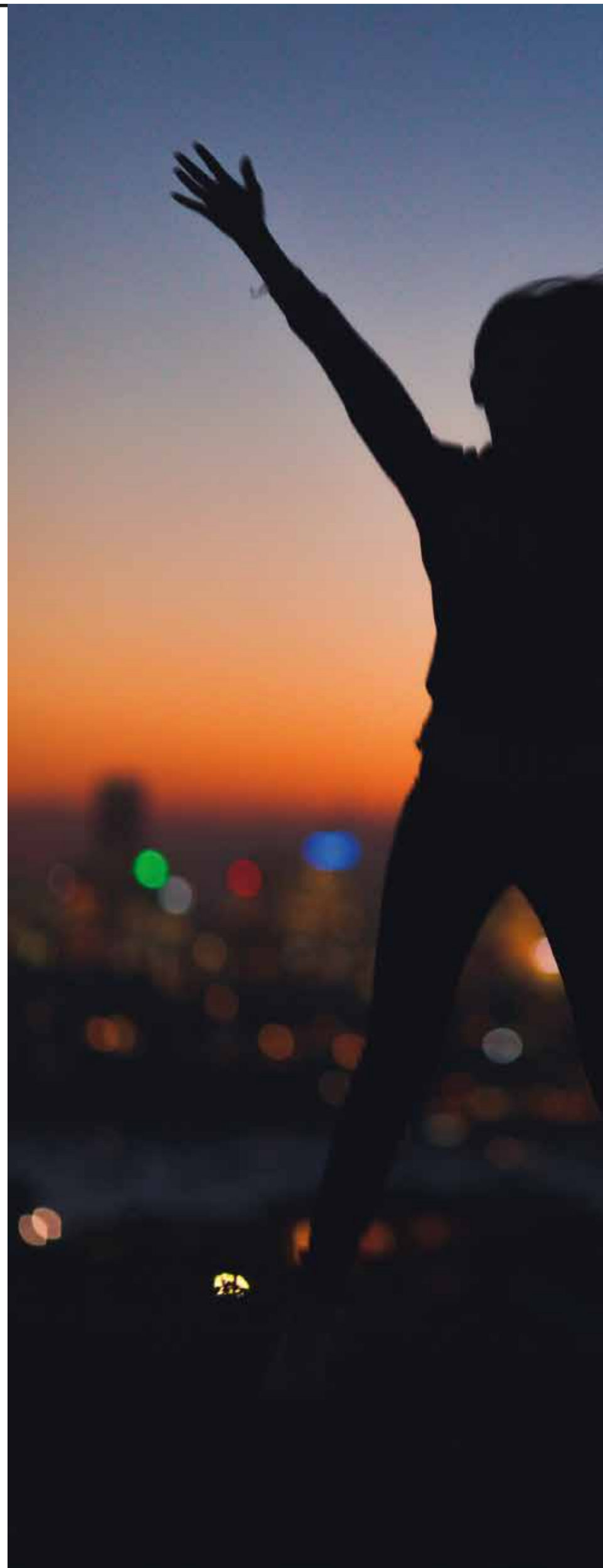
Moda Group, a joint venture between Caddick Group and Generate Land know exactly what it means - a new and currently inaccessible opportunity to rent an apartment in the best development in town! Not because it's the most premium necessarily, but because it will provide an environment which will cater for everyone's needs, seamlessly, in the way a great hotel provides its invisible service for its customers.

Inventing a category in the property market which needs to be understood,

communicated and bought-into by its audience is a tough call. Working with Moda Group we have been busy creating an 'umbrella brand' for a series of branded buildings, each tailor-made for its audience.

These buildings, usually in the guise of a tower, will provide unsurpassed levels of service, facilities and amenities to over 15,000 people across 7 cities in the near future.

DS.E, understanding and developing the brand for PRS living, are breaking new ground. We are working in partnership with our clients on this and many more exciting residential schemes around the UK.



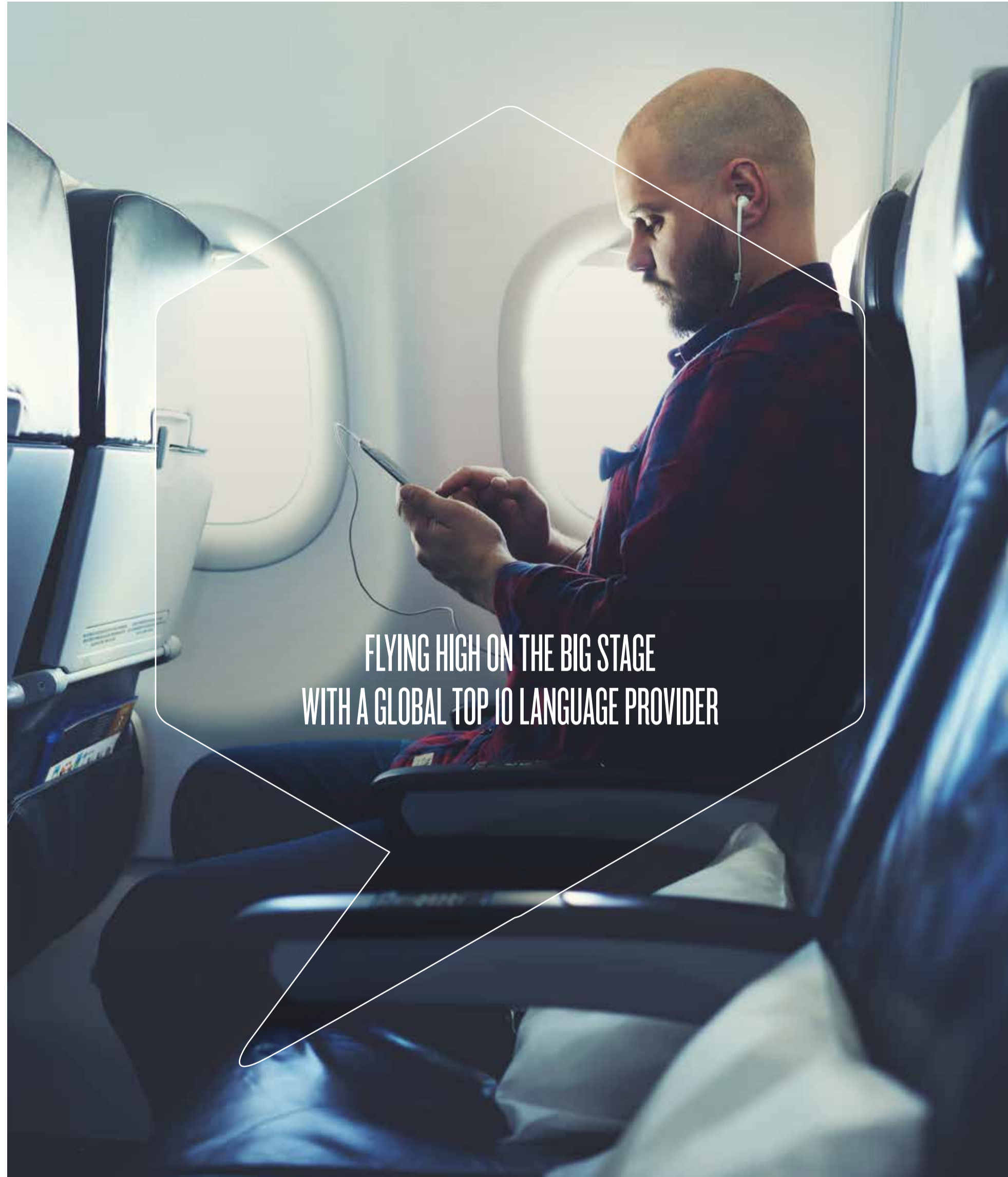
LIVE IT
LIKE YOU
MEAN IT

ANGEL
GARDENS

ANGEL GARDENS
MANCHESTER

We have adopted a 'House of Brands' approach for Moda Group developments. Despite the organisations common service proposition which will ultimately be delivered universally under the name Moda Life, each residential development will have its own unique name and identity, reflecting the developments site history or the buildings architecture.

ANGEL GARDENS



FLYING HIGH ON THE BIG STAGE
WITH A GLOBAL TOP 10 LANGUAGE PROVIDER

T H E
B I G
W O R
D

Global language services company, thebigword has appointed D.S.E to assist with a brand refresh and to provide a range of creative services across all print and digital platforms.

The appointment follows thebigword securing a £120 million contract for the Ministry of Justice (MoJ), the largest interpreting and translation contract in the UK, and a further £60 million contract for the Crown Commercial Service.

Currently the largest interpreting services company in Europe, thebigword has 11 offices around the world, employs 500 staff and has more than 12,000 linguists. The Leeds-established company handles 1,000,000 minutes of telephone interpreting every month, 17,000 face to face meetings, and half a billion words of translation.

D.S.E are evaluating all communication channels for thebigword brand, developing a new tone more attune to the personality of the business and reviewing the full suite of corporate materials and client tools to provide simplicity and ease of use.

"We're investing time getting to know thebigword and their clients in order to define their needs, goals and motivations. Understanding behaviours will help us ensure maximum engagement with the brand, in particular for the MoJ, where language services can be critical." *Nadia Prince - Account Director*

Chief executive, Larry Gould, says: "These latest contract wins take us to another level. Effective communication in any language is at the heart of our business and we wanted to make sure everyone can access our range of services effortlessly and instantly."

"We are delighted to be working with such a dynamic company which is clearly winning market share through great leadership and expertise in their sector. This contract adds to our growing corporate client base, following recent appointments by Workplace Pensions, Nicholas Haslam, Abzorb and Silverstone." *Matthew Button - Director*

// We turned to DS. Emotion to support us on that journey and it has been fantastic to be able to access world-class expertise on our doorstep. //

Larry Gould, Chief Executive. thebigword.

A paired back workspace is no longer the unique preference of the creative industry.



For a few years now we have enjoyed working in environments that get the creative juices flowing - floor to ceiling aluminium framed windows in Manchester, giant sized colour-in-yourself graphics in Leeds and a squirrel in a phone box in London. The latter perhaps trying a little too hard in the capital of the Hipster! However, over this time, we have seen the fastest letting workspace emerging of the same genre.

No longer do the engineers, lawyers or even the accountants crave plush carpets and crisp ceiling tiles. We have witnessed a shift across the UK towards an environment which would have been more familiar to the spoon carving, craft beer drinking Hipster than the traditional 'suit'. Perhaps it's due to the demise of the tie that we see our own personalities reflected in a more characterful working environment.

'Cool' work-space might also help to sell our businesses as having a greater depth of character, an engaging personality or even just more creativity in our thinking, helping us stand out in this competitive world. Either way, we love working on these projects and have been busy creating identities and marketing campaigns for some of the best buildings in this class. Buildings which have seen an unprecedented speed to full occupancy.

Who knows, when this becomes the new normal, we might see these buildings covering up their air conditioning ducts and brick walls with smoothly finished plaster and shining tiles. We might even see a few more ties on the street. My grandfather would be delighted - "they do help to keep you warm in the winter you know."

Matthew Button, Director

THE NEW



ORIGINALS



CONCORDIA
WORKS

55
SPRING GARDENS

THE
LEEMING
BUILDING

FORBURY
WORKS.

FIFTYFOUR
PRINCESS STREET

BOUNDS BUILDING
SACKVILLE ST, MANCHESTER



TRANSFORMING CIVICA



Civica’s vision is to help organisations transform their services, achieving better outcomes through more connected and efficient ways of working, all enabled by the use of digital technology and automation. Their aim is to be the leading IT-based services partner in their chosen markets, putting ideas into action alongside their customers through a unique combination of people, technology and business process expertise. Two years on, post brand identity development, DS.Emotion are continuing to evolve the Civica brand having received high praise on the materials we have produced so far, from corporate reports to digital sales tools and office interiors.



Bespoke photography treatments

As DS.E moves toward the end of our second year working with technology firm Civica, we’re proud to have been part of their successful journey.

Their results confirm that this business is still ahead in one of the fastest moving sectors on the planet, and in line with this, we have been able to respond with solutions that deliver highly efficient communications in innovative and dynamic ways.

The development of our digital services department, alongside our capabilities in video and animation, has helped us deliver messages for Civica to broad audiences who need concise and informative information presented in a user friendly format. Using iconography and cutting to the core of the written word, we are able to deliver complex messages in sound-bite format for Civica’s time poor audience.



Interactive corporate brochures



Our specialist services provide the means for our customers to achieve successful outcomes

INTO

ACTION



Leading publication presence

LDS/ LDN/ MCR

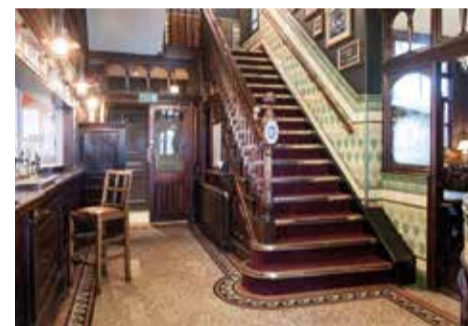
OUR PLACES

📍 Brewery Wharf, Leeds

Brewery Wharf is our own little haven in Leeds city centre. A really nice place with great buildings, good open space, river frontage and fantastic neighbours. Sat within the burgeoning Southbank, we have seen the place transform since we moved here eight years ago. Some of the best local places are long-standing institutions in the area while others have cropped up since we moved here, but all are firm favourites.

BEST PINT

Adelphi - just a stone's throw away from our head office with an alternative vibe. As Tetley Brewery's original flagship pub, The Adelphi has impeccable cask ale credentials and is beautifully Victorian inside and out!



BEST LUNCH

Cafe Moor - Kirkgate Market, the award winning North African & Middle Eastern food eatery. Close your eyes for a second and breathe deeply to smell the rich spices that hang in the air, take in the market sounds and picture yourself in a Moroccan Souk. We love it!

BEST GRILL

The Ox Club is all about contemporary solid fuel showcasing the best of Yorkshire produce. Follow it up with a drink on the roof terrace at Headrow House.



BEST AFTERWORK WORK HANGOUT

Outlaws Yacht Club - a European style café/bar, exhibition space, record shop and creative hangout tucked away on New York Street in Leeds run by a pal of our Creative Director Dan.

BEST LATE NIGHT DRINKING & VIBES

Smokestack - the name Smokestack is taken from the 1965 Blue Note LP by Andrew Hill and of course the raucous R'n'B tune 'Smokestack Lightnin' by Howlin' Wolf.

The humble signage above the door states "Smokestack * Funk * Soul * Blues * Jazz" and if this is as much your thing as it is ours, you've got to give it a try!



BEST CUP OF COFFEE

Mrs Atha's - we drink a lot of coffee at DSE and feel the short walk to try the latest artisan brew and freshly baked cakes is always worth the jaunt. With the added offer of eggs, it's a winning start to your day.

BEST INDEPENDENT PICTURE HOUSE

Hyde Park Picture House - as much as we enjoy the very latest in 'digital cinema' and a good night in from time to time, you just can't beat HPPH! We've been going for years and love the interval ice creams and the programme of arthouse and indie films.



BEST CITY MUSEUM

Leeds City Museum in Millennium Square - is in tune with our aim to understand, shape and help towns and cities to develop sustainably. A highlight from the many exhibitions includes an area dedicated to finding out how Leeds has been shaped by its landscape and its people over hundreds of years - fascinating!

📍 Victoria, London

Working in Victoria means you have powerful neighbours. With Buckingham Palace on one side and Westminster on the other, you could be mistaken in thinking that this leaves nothing for creatives. Well think again! Ok, so you have to look a lot harder for inventive and inspirational places than Brick Lane, but that's part of the fun.

BEST BREAKFAST

Keen - when you get bored of Corn Flakes, 'Keen' will satisfy your need for a good breakie! The best thing is, it's all pretty healthy stuff.



BEST LUNCH

Food Philosophy - you don't have to think too hard about good lunch. Just head down Ebury Street opposite the office and you'll find this sophisticated café, specialising in Turkish and Greek cuisine. Our office favourite with equal choice for vegetarians which is a major plus for designer Jack!



BEST DINNER

Maverick - you can't go wrong with Pizza, and when Pizza comes with half price cocktails, well, quite frankly you've nailed it! 'Maverick' is a favourite of ours - lovely wood-fired pizza oven taste with a 'no frills' attitude.



BEST FRIDAY DRINK

Food and Fuel - let's face it, when Friday comes around a good pub makes the weekend even sweeter. So our usual Friday evening tittle takes place at this great wine bar around the corner from our office which is inventively named 'Wine Bar'. If we are feeling more adventurous we wander down to 'The Queen's Arms' for better beer.



BEST FOR INSPIRATION

Mall Galleries - for those days when you've got a difficult brief or something isn't working out, we find a brisk walk down to 'The Mall Galleries' helps, with a great bookshop full of inspiration, not to mention some decent shows that take place.



BEST SHOP

Mr Cad - there is a range of shops within spitting distance of our London studio, and more on the way with our neighbour Nova taking shape before our eyes. If you like photography and a bargain, you've got to visit 'Mr Cad'. The range of stuff on sale is out of this world! You can buy a professional underwater camera with huge lights on for £30! Perfect for scuba divers and shark whisperers.

📍 Deansgate, Manchester

The Deansgate area of Manchester has a really broad offer, from boutiques to High Street and from institutions such as San Carlo to great new restaurants like El Gato Negro. It's been great getting to know the area, the hidden gems and the great people running them since relocation to our Manchester studio in Parsonage Chambers two years ago. Here are a few of our favourites.

BEST COFFEE

Pot Kettle Black - a really cool place, even with its own running club. If you are in a rush, they also have a grab and go hatch.



BEST SUNDAY ROAST

Hawksmoor, Deansgate - the Gin Marmalade aperitif is a perfect pre-roast dinner cocktail. Then comes the roast dinner with all of the trimmings and plenty of gravy.

BEST VIEW

Manchester House - the terrace offers views across Spinningfields and beyond with great service on comfortable chairs. Sit back and watch a busy Manchester go by.



BEST GARDENS IN MANCHESTER

Parsonage Gardens, of course. Just on the doorstep of the Manchester studio, on a sunny day, you wouldn't realise you were in the heart of the city centre.



BEST STREET MARKET

King Street Christmas markets are a great spot to grab a glühwein and hot tasty food on-the-go.

BEST YOGA CLASS

James Henson at DSE's very own studio, every Tuesday. It's invite only though...



BEST FLORIST

David Wayman, Spinningfields - the best selection of flowers with a delivery service available, prepared by our good friend David.

BEST BARBER

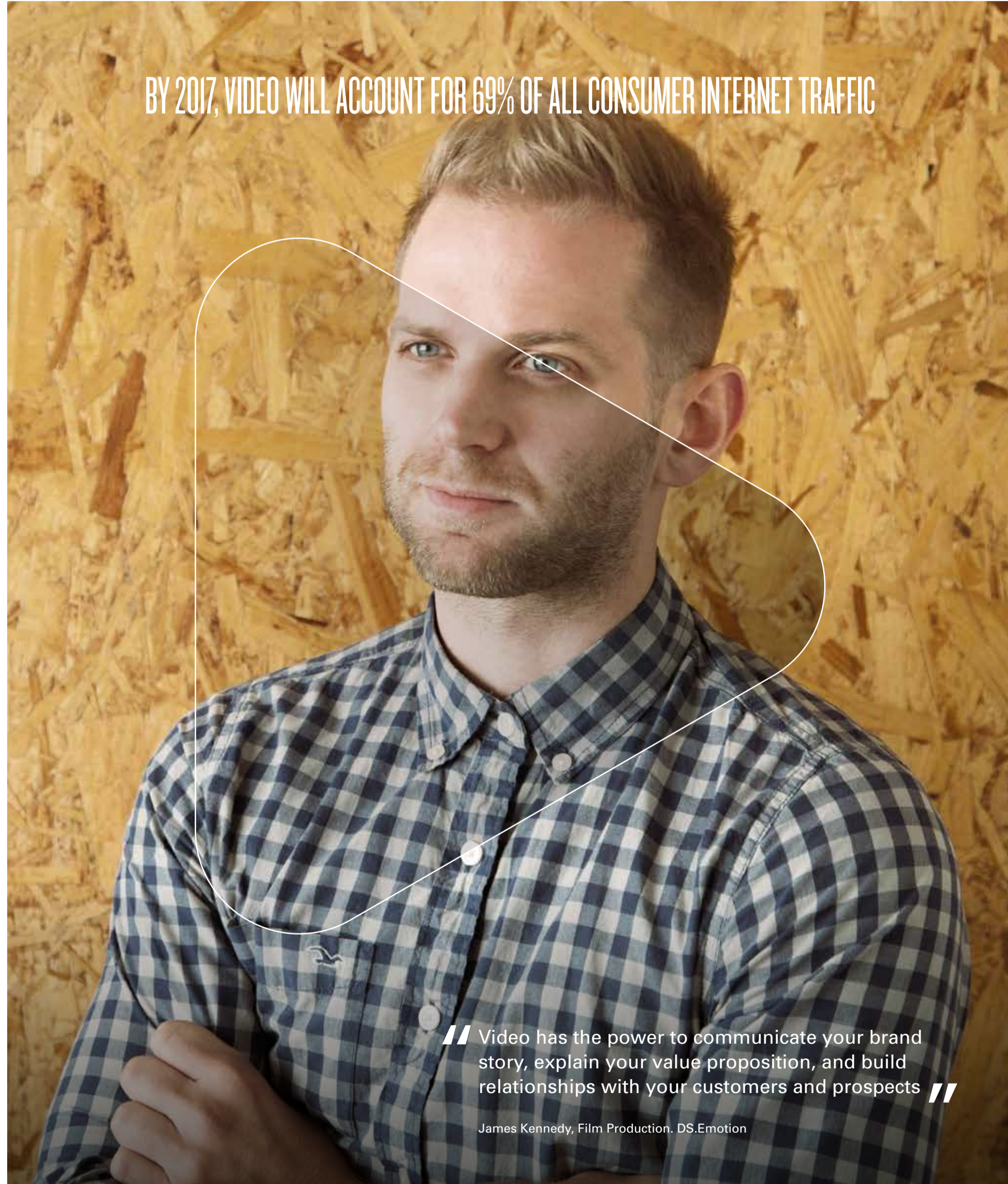
BarberBarber - precision beard sculpting as one of their specialisms, let your pride and joy be groomed by one of the beard and facial hair experts.



BEST AFTERNOON TEA

Annies - hidden away off St Anns Square, it's a cosy place to slip off your shoes and relax.

BY 2017, VIDEO WILL ACCOUNT FOR 69% OF ALL CONSUMER INTERNET TRAFFIC



“ Video has the power to communicate your brand story, explain your value proposition, and build relationships with your customers and prospects ”

James Kennedy, Film Production. DS.Emotion

THE IMPORTANCE OF VIDEO

In recent years we have seen an unprecedented rise in online video. Rather than it being a luxury asset, video has become the ‘norm’ and something we now expect to see across all media platforms. Video has the power to communicate your brand story, explain your value proposition and build relationships with your customers and prospects.

This said, there is still a large number of businesses not tapping into the wide reach that video can offer. We’re going to delve into the importance of video, look at what it can do for you and then (of course) plug our amazing in-house video team!

So why is video so effective? Well, it’s safe to say that as we are evolving, our attention spans are dramatically decreasing. If audiences can choose to watch a 90 second video rather than reading through long pages of text it’s not hard to guess which option comes

out on top. People are presented with so much information these days that they need to make decisions about what they take the time to read and view. Video is proving to be the popular choice due to ease and speed. There will of course always be a place for the written word, but we feel this should work in partnership with digital. Video therefore plays a big part in marketing communications.

WHAT CAN VIDEO DO FOR YOU?

Video improves SEO

Did you know that including video on a landing page can increase conversion rates by 80%, or that 92% of mobile video consumers share videos with others?

Search engines give a higher preference to videos when placed with the similar text content, which can give your website a better chance of ranking

higher in the search results. By using keyword phrases and tagging you can also help your video reach more people.

Video conveys emotion

There is no better way to convey emotion than through the medium of video, and it is proven that emotion affects decision making and purchases. If a picture paints a thousand words, then an informative 60-second video paints 1.8 million words, according to Forrester.

Video creates a high level of engagement

Audiences are around ten times more likely to engage, embed, share, and comment on video content than text blogs or related social posts. So if it’s wide coverage that you’re after, make sure your content includes video.



St Leonards Place, York



Silverstone, The Racing Line

Better click-through rates for email marketing

How many times a day do you ‘unsubscribe’ as the result of a poorly designed email with too much irrelevant content? Include a video in your email, cut back on the copy and you can increase your click-through rate by 96%. Less is more!

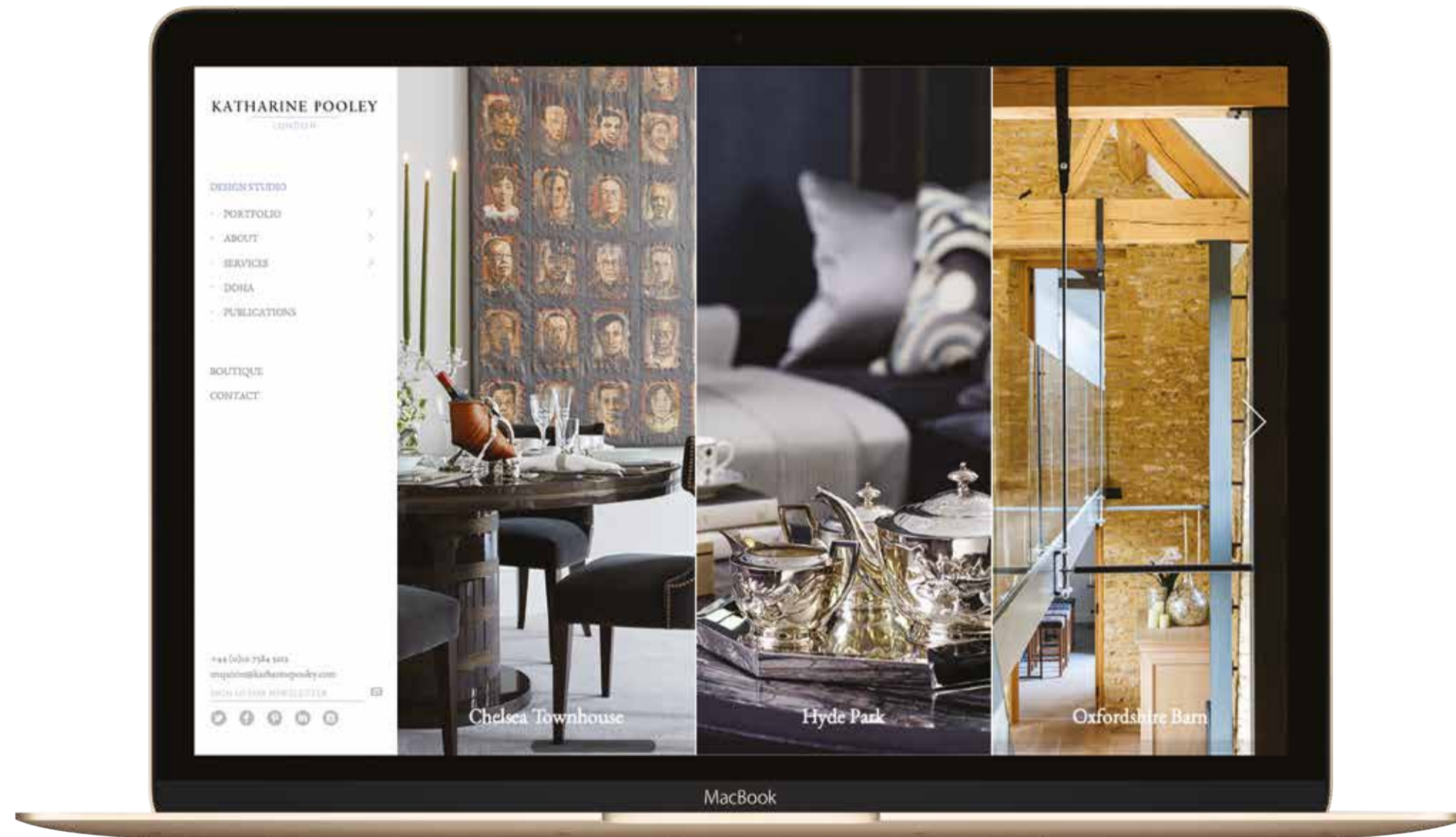
Better customer conversions

Videos on the homepage of a website have been proven to increase conversions by 20% or more.

The stats say it all. If you’re looking for ways to increase conversions look no further than a good video strategy. Don’t fall behind the curve, take a look at our animation (link below) and talk to James about including video in your next marketing budget.

dsemotion.com/blog/the-importance-of-video/

AN INTERIOR MASTER CLASS



In a world where image can be everything, it's important that branding and business come together to make the right first impression. Here at DS.E, we see ourselves as problem solvers. We feel it's important to deliver design that works, and this also rings true for interior designers. So you can imagine how excited we were to have the opportunity to work with Katharine Pooley, refreshing the brand identity, making it worthy of sitting alongside the sumptuous, inspiring interiors, created for the most discerning of clients.

DS.E's branding team worked with the firm to create a new brand identity and e-commerce website which was reflective of the premium and aspirational nature of the products and services Katharine Pooley provides. The sympathetic yet prominent use of photography was essential to convey the values of the brand; the eye for detail and the understanding of design essentials which are at the heart of every commission, creating some of the world's most exclusive interiors.

An award-winning luxury interior designer with high profile studios and boutiques in both London and Doha, Katharine Pooley has designed everything from cottages to castles. Her refined yet eclectic aesthetic has earned her a position as one of the most sought-after interior designers in London, with commissions for landmark commercial and residential projects around the world.



SAFE AS HOUSES

DS.Emotion has worked with award winning residential developer Hill for over 6 years, and over that time has helped to market a wide range of inspiring schemes across the UK.

// We have enjoyed a long and successful business relationship with DS.E, during which time they have helped us brand and market some of the most successful residential developments in the south of England. //

Lena Frederiksen, Head of Marketing, Hill.

From over 55's housing and affordable homes to the best in contemporary city and country living, Hill, working with DS.E has delivered many exciting residential developments in the UK.

"Over the past six years we have developed brands and marketing campaigns for schemes in London, Cambridge and Oxford and we are about to embark on Hill's next phase of work focused around up and coming areas in our capital city." *Claire Milnes - Client Services Director*

Hill has experienced the value of, and are now ambassadors for, DS.E's Active Branding Process, bringing together the key stakeholders at the beginning of each project to help uncover and define the unique offer that the scheme will bring to its target audience. The findings from each

workshop are articulated in a brand book, acting as a foundation for consistency of message during the development and marketing of each scheme.

The most recent project wins for DS.E are for Hill's latest schemes in Lea Bridge and Harrow in London, where the development will feature two 'sister schemes' in adjacent locations. This has proved to be a unique and exciting challenge for DS.E, creating brands for each location that complement and reflect each other whilst considering the staggered phasing of each development.

"We look forward to working with Hill and their joint venture partners on many more exciting projects in the future and thank them for their continued business!" *Matthew Button - Director*



ON THE HORIZON

A round-up of just a few of the exciting things coming up over the next few months at DS.Emotion



53.8008° N, 1.5491° W

DS.E Leeds is working with Jonathan Morgan of Morgans City Living in the design and layout of a beautiful new photographic book, revealing the real and sometimes gritty images from our home city of Leeds.



HAT-TRICK OF WINS

All will be revealed, but we've won a triple branding and marketing contract from Queensberry Real Estate for three retail and leisure destinations - using our experience and the local knowledge of our three offices to best effect!



RESI NEWS

Branding to be revealed for two more significant residential schemes in London for our friends at Hill.



SWITCH ON

Our campaign to develop the place marketing for Swindon is moving along nicely with a new website in development and the opportunity to also market some of the fantastic schemes included in the masterplan.

CHRISTMAS

As it's nearly Christmas, what better way to celebrate than to bring together our three offices for a fun-filled festive celebration. We're looking forward to a Yuletide knees up in Leeds this year and bringing our colleagues along to enjoy some of our favorite spots.



IMPORT

GROWING THE FAMILY

PATRICK POWER

DIGITAL PROJECT MANAGER

Patrick joins the Leeds office as Project Manager in the Digital team. After receiving a 1st from Northumbria University in Business Management Patrick has gained valuable experience specialising in digital marketing in agencies back home in Leeds. With a background in sport it's no coincidence Patrick has worked on Rotherham Titans and the 'Fanorack' site for Ruby League among others. Patrick will be working along side Alex Richardson, our Head of Digital to deliver the best in project management.



CHLOE WHITE

ACCOUNT EXECUTIVE

Chloe has recently joined DS Emotion Leeds as an Account Executive. Having graduated with a degree in Law from the University of Nottingham, Chloe is now learning the account handling ropes at our Leeds office since moving from Manchester. After spending a few months working in Wisconsin at an all girls private summer camp as the archery director, she is now ready to begin her career back in the UK.



LYNDA BAIRD

PA / OFFICE MANAGER

Following the further expansion of the Leeds office Lynda joins as our new PA and Office Manager. As well as administration support Lynda is an experienced event planner which can only mean this years Christmas party will be the best yet! Having worked previously for well known companies such as Morrisons, River Island and Yorkshire Building Society, Lynda brings a wealth of experience and will help keep DS.Emotion on track to deliver the highest service levels.



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