



# Launch of CS2: Content Syndicate: Creative Services

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*New content services company to offer wealth of copywriting and editorial talent to media, advertising, publishing and business concerns across the Middle East.*

PR9.NET July 29, 2007 - Dubai, United Arab Emirates - Content Syndicate: Creative Services (CS2) is the largest initiative in Dubai's media sector to harness the skills of local and international writers to provide specialist and customised copy to media agencies, publishing houses or companies, anywhere in the world. With a language and translation division, CS2 also writes and translates copy in up to 218 languages.

The company's main focus is to recruit some of the most talented and creative copywriters, journalists and editors to provide words for every conceivable medium for web, print, radio and television. To deliver the complete service package, CS2 supplements services offered by a host of PR, design, marketing, branding, interactive and advertising agencies. Overall, the company has provided sharp and customised content for every concern from big corporation and heavy industry to government, hospitality, SMBs and dot coms too. Being based in Dubai, the company also specialises in writing in Arabic for agencies and businesses in the Middle East.

"We saw a huge gap in the market for crisp, clear and effective communication, so we spun off CS2. We built a crack team of writers who specialise in a variety of media. We offer customised and tailored content to a host of companies across segments and industries. Thanks to our scalable business model we can provide everything from a few pages of content to a few thousand pages at a time," enthuses Govind Dhar, Senior Copywriter at CS2. "For a relatively new company, we've snapped up projects for some of the biggest names across verticals. We've also zeroed in on small and medium businesses that don't have the large budgets, but still need great content to launch themselves and be heard in the marketplace."

Supported by an extensive partner network to complement their copywriting initiatives, CS2's aim is to corner the market for companies looking to create everything from basic marketing collateral to memorable identities or hard hitting campaigns. "Whether it's a leaflet or an entire website, we craft the raw material, the words first, which to us is a critical element of overall communication. We then build the design, identity and look and feel to go with it, with our host of partners and affiliates," avers Govind.

Going beyond the concept of words and ideas CS has a stable of strategic consultants steering the company to incisive victories and key media accounts. With no shortage of business experience, the company has set out a roadmap to establish itself as an agency of writers as well as a copywriting and editorial house to supplement operations of a wide array of media and publishing companies too.

"It's not just taglines and slogans here. We've provided everything from business reviews and corporate profiles to specialist newsletters for petroleum and aviation and then above-the-line copy for highly visible company launches. We take on creative projects in-house and partner up across the industry to create maximum creative synergy. With writers in our network from different professions all over the world - there's no limit to what industry we can write for. The end game is to provide copy with value-adds for any company or concern, regardless of their sector or location," surmises Govind.

With business reports, editorial and lifestyle pieces to web copy and corporate slogans on offer, CS2 has delivered everything from entire magazine content to above and below-the-line campaigns for corporate launches too. With an impressive portfolio of global and regional brands on their client list, CS2 looks set to make a marked impression on the media and commercial sector in the Middle East and on a global level.

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## About CS2: Content Syndicate Creative Services

CS2 is Content Syndicate's Creative Services Division which provides written content for above and below the line advertising, marketing and corporate communications. CS2 is made up of specialist copywriters, journalists and editors from the media sector in and around the Middle East. The division's focus is to provide sharp, focused and customised words for everything from leaflets, brochures and coffee table books to media campaigns, brand identities and specialised editorial content.

CS2 has provided content for companies in several fields from telecommunications, tourism and FMCG to business consultancy, petroleum and publishing.

## About Content Syndicate

Content Syndicate is a leading resource for customised and exclusive content: whether it is news, feature articles, translation, brochures, journals, press releases, white papers, websites, or marketing campaigns across platforms, media and languages.

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