

# Coherence launches to provide industry with new 'autonomous' digital agency model

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Digital agency Coherence (<https://www.coherence.co.uk>) has launched to challenge the existing industry model.

It aims to create an empowering 'autonomous' culture where brands use new technology to rapidly speed up development of websites and online projects beyond anything that is currently possible.

The agency has a twenty year heritage, and was previously known as Emosaic. Clients span private companies, public services and institutions across multiple verticals and include Close Brothers, Britain's biggest private bank, the NHS, Mothercare, Truprint and scientific research centre Rothamsted.

"At the heart of Coherence is a belief that marketing now needs to be done differently. The days where agencies take campaign briefs from clients then create and manage everything end-to-end are coming to an end," said Drew Griffiths, MD of Coherence. "Rebranding to Coherence reflects our new way of working, which is based around Cohesion DX8, our proprietary technology. We are launching a pioneering new proposition into the agency and technology market that will change the way brands' digital teams work."

Cohesion DX8 is a productivity toolkit that uses Drupal 8 as its core platform. It allows brands to build enterprise level websites faster, with less resource and with more control, representing a significant development in enterprise CMS solutions.

Coherence has created a framework that allows brands to do significantly more tasks internally, allowing them to be truly agile and less dependent on their digital agency. New services include personalisation, multi-site and multi-lingual capabilities, application development and service design plus more aggressive conversion rate optimisation.

The DX8 technology can also be white-labelled by other digital agencies.

"Old processes and workflows need to be redefined - it's no longer acceptable to take six weeks to get a new landing page test live," continued Griffiths. "Inflexible teams are not the best way to manage marketing today and deliver on business strategies. Agility matters. Our technology empowers brands to do more, while the agency supports them with specialist skills and knowledge when needed. Our goal is to make ourselves redundant from any given project. There is a fundamental shift happening to the way web development agencies work."

Digital industry veteran Craig Hanna has joined the board of Coherence as Business Director. Previously a member of the senior management team at Econsultancy, Hanna has over twenty years' experience in both marketing and digital transformation, advising companies ranging from SMEs to Fortune 250 brands.

About Coherence

Coherence (<https://www.coherence.co.uk>) is a digital agency specialising in Drupal web development. Its proprietary technology, Cohesion DX8, is a pioneering new proposition for the agency and technology market that will change the way brands' digital teams work - allowing them to do significantly more tasks internally, be truly agile and less dependent on their digital agency.

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Coherence creates precision-engineered websites, provides technology for agile marketing and empowers digital teams. Clients include Close Brothers, Britain's biggest private bank, the NHS, Mothercare, Truprint and scientific research centre Rothamsted.

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