

Brand Strategy



To be the most
trusted partner in
Audio Visual Services

Our purpose

Our team creatively inspires businesses and each other to leverage technology to help clients seize the opportunity of a seamless world.

Our passion and focus is on personalised services and outstanding customer experiences.

We offer complete technology services as end-to-end AV solutions. Our work blends managed services, event & video production, consulting, project management and installation to foster engagement, impact collaboration and maximise productivity.

Seamless

Quality

We plan, implement and measure to improve our work.

Adaptable

We learn, innovate and apply effectively.

Relational

We build strong relationships with those we deal with.

Tenacious

We persist to achieve the right result.

Brand blueprint

Name

CTS

Brand idea

Solutions for a seamless world

Unique Selling Proposition

End-to-end AV

Positioning (what we do)

We offer complete technology services as end-to-end AV solutions. Our work blends managed services, event & video production, consulting, project management and installation to foster engagement, impact collaboration and maximise productivity.

Brand Architecture

CTS
Seamless AV

Value proposition

Comprehensive engagement for ease of use

Brand Driver

Blended knowledge & services

CTS
Production

CTS
Consulting

CTS
Support

Value Promise

Above and beyond

Every detail matters

Always a step ahead

Brand Drivers

Delivery
Engaging Experiences

Strategy
End-to-end collaboration

Service
Personalised Service

CTS is a leading provider of end-to-end AV solutions.

Interest: We offer a wide range of services, from event and video production to consulting and installation. Our work blends seamlessly with your message and helps you elevate it in the most creative way possible.

Desire: Whether you're looking for an event or video production company that can help you create something special, need consultation on how to best use technology in your business, or want someone to install equipment for you – we have the expertise needed to get the job done right.

Why?

Why are we here?

We creatively inspire businesses and our people to leverage technology to help clients seize the opportunity of a seamless world

How?

How are we different?

We focus on personalised services for our clients, backed by diverse expertise, to offer sustainable end-to-end AV solutions.

What?

What do we do?

We deliver custom end-to-end AV solutions. Our work blends event & video production, consulting, project management, managed services & installation to foster engagement, inspire collaboration & enhance the customer experience.

Who?

Who are we?

CTS — A national seamless AV solutions company.

www.ctsav.com.au

Internal — CTS (Complete Technology Services)