

CLASSIC DRIVER

Classic Driver is launching CD Works, a creative storytelling and design consultancy

Lead

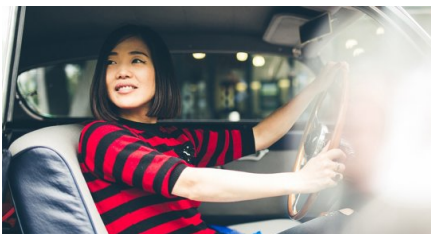
If there's one thing the team behind Classic Driver has learned in the last 20 years, it's how to tell exciting stories through features, images, and videos. Now, we're making our creative services available for automotive and luxury clients around the world with our new in-house agency CD Works...

Who we are

CD Works is an agency specialised in creative consulting, high-impact digital media strategy, content creation, authentic visual storytelling, art direction, and audience analytics for brands in the high-end collector car and luxury lifestyle fields. With 20 years of experience in digital publishing at the avantgarde of the global collector car scene, the creative minds behind CD Works know how to make an impactful and lasting impression for your brand.

Think of CD Works as your dedicated team of mechanics, engineers, and strategists preparing you for victory. Your brand and product are the stars – we're here to get our hands dirty and go the extra mile to ensure you finish on top of the podium. If you can dream it, we can do it.

What we do



CD Works offers Audience & Trend Reporting services that provide insight into the latest trends in the global collector car and luxury lifestyle scenes while our Storytelling & Content Creation unit is creating high-quality photography, exciting videos, and entertaining stories for your marketing campaigns and digital channels. If you are looking for new and effective ways of positioning and communicating your brand and its values and products, we would be pleased to tell you more about our expertise in Creative Consulting & Digital Strategies. Furthermore, we develop brand communication and even design bespoke products with a twist. We can even help you to team up with the right media partners and influencers to effectively spread your message across the world. Last but not least, we are pleased to put your brand in touch with Classic Driver's global audience through sponsored stories and bespoke content marketing.

Our victories so far



So far, CD Works is proud to have worked with prestigious brands including Aston Martin Lagonda, A. Lange & Söhne, Hackett, Gestalten, Graf von Faber-Castell, Grand Basel, IWC Schaffhausen, Jaeger-LeCoultre, Norton Clothing, and TAG Heuer. Please visit [our new CD Works website](#) to view our case studies, learn more about the services we provide, or get in touch for a tailor-made collaboration proposal. We're very much looking forward to hearing from you!

Gallery

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