The Agency – Fashion Direct

 The name of our agency is “Fashion Direct”. We are currently focused on eyewear and everything eyewear, but looking to expand across all of fashion in the near future. Fashion Direct is created and composed of three employees: stacey who is the creative director, paul who is the Research director and dave who is the traffic manager. Each role is key to keep our agency at the top of the list providing our clients only the best of the best.

 Stacey, the Creative Director inspires radical ideas which is essential for that position. Other strengths include Detail orientated and most importantly adaptable, can work with anyone or anything anytime it is required. Robin as a Creative Director will be responsible to create and sell the Brand message. She will focus on who we are targeting, what is our message and what media forms I would use.

 paul, the Research director has strong skills in the area of research and statistics. He is the heart of the agency, finding ways to excel in ways our competitors cannot even imagine. Riccardo responsibilities is the Background report basically going in depth, researching strengths, weakness opportunities and threats.

 Dave is the Traffic Manager who keeps everyone in line with deadlines and ensures productivity. As a traffic Manager his strengths are that he works well in groups and finds the best way to keep all members satisfied with any decisions suggested. Omar responsibilities as a traffic manager will be The Agency.

 Finally, all members of the group will equally be working on the final Ad/Promotional campaign. Creating specific campaigns that tailors the clients in order for there needs to be met.