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GUIDE FOR REBRANDING ADVERTISING AGENCY WAS EXPOSED

Marketing company Mode Design Group rebranded - changed its name to Viceroy Creative and became full-service agency.



The leaders of the company have decided to mark the change of nude photoshoot for which every day doing sports and sat on a rigid diet.

According to the president Viceroy Creative David Moritz, during the work between the leadership of the company to establish a good relationship, so they did not hesitate to stand naked before each other. Moreover, says the president, an area in which the company operates, "too tough to be ashamed of something."

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Creative director Gabriel Rein noted that during a photo shoot she did not have time to think it's worth naked in the room, which is filled dressed people.

In turn, the account manager Reagan Gillett admitted that she felt a little uncomfortable. "You can not stop blushing when makeup causes you to" make-up "on the buttocks at 8:30 am in the middle of your office, while the rest of the company's work" - she said.



At the same time the picture is not all bosses creative agency appears naked. His CFO Aaron Beers refused to undress, citing the fact that he was "a little bit more conservative" than his colleagues. Participated in a photo shoot agreed that the appearance in the shot man in a suit customers will understand that in the Viceroy Creative work not only creators, but also businessmen.





Source: PRportal

- Marketing company
- Mode Design Group
- rebranding
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