

## **Q1. The Impressionz Company**

### **2. The Impressionz Company - Logo design**



### **3. A brief manifesto for your newly-formed agency**

We constantly seek to change the world, one impression at a time.

Advertising often has a negative connotation- like misleading the consumer or advertising untruthfully. However, advertising has the power to inform, educate and entertain. We carefully curate our messages and stories with the best interest of the consumer in mind. We want to ensure you have the information you need to make independent and enlightened decisions. We believe you as the consumer should be able to connect with our companies and discover a brand that helps ensure self-gratification. We want to disrupt the status quo to encourage individuality. We want to make a statement for you, and for the world.

We say it's advertising, but really, it's Impressionz.

### **4. A short press release announcing your agency's creation to the industry and world**

\* Attached on the next page \*



For Immediate Release  
Sept. 7, 2022

**The Impressionz Company**, a strategic communication and marketing design agency, aims to push brands to the next level with the expertise of our team. With four individuals who each possess their own skills in creative marketing and strategic advertising, we strive as a company to expand your brand to its full potential. Targeting gen z values through our marketing, we work as independent leaders, creating work that has yet to be seen in the industry. The Impressionz Company offers your brand a wide range of skills and techniques, working to not only streamline more consumers, but to have a greater impact on the world as a whole.

What The Impressionz Company Will Provide Your Brand:

- Well understanding of consumer and market behavior
- Wide range of innovative marketing techniques and mechanisms to establish your brand
- Experience and skills using software in Adobe Creative Cloud
- Coherence and collaboration to create the best brand possible

As a team, The Impressionz Company consists of four highly driven individuals, ready to introduce new and innovative ideas to help expand your brand in such a chaotic economy. Collectively, The Impressionz Company serves as a coherent working team seeking to put each person's skills into use. We share the same goals and mindset of creative marketing and unique advertising to help enlarge your brand as a whole, yet we aim to disrupt the status quo to ensure your brand stands out in the clutter. Caroline Briscoe, public relations and digital specialist, has experience in communications and problem solving as a previous sales associate and employee in the service industry. Jade Parker, account manager, has training and knowledge with client satisfaction and empathy during her time as a sales consultant and experience coordinator. Elese Smith, art director, has experience as an account manager for Relevant Youth as well as the director of public relations and marketing for MO Alpha Pi Beta Phi. Joe Ellett, team copywriter, has formerly worked for the Columbia Missourian as a reporter and writer.

The Impressionz Company is unlike any other strategic marketing team that your brand can find. Built on a foundation of hard work and authenticity, our team is ready to tackle any challenge head-on, with a clear-cut image of what our end goal should be. We hope your brand utilizes the assets and skills that The Impressionz Company has to offer so we can work to make your brand a household name.