

23rd October 2014

TO WHOM IT MAY CONCERN

Alexis has been known to me since 1999 when she joined the Agency as a Copywriter. Departing to spread her creative wings and run her own business late in 2001. Although independently employed post 2001, she stayed close to the Creative Department at Hunt Lascaris, Durban, doing freelance work for us, before returning as a permanent member of staff in 2007

From the outset, she never turned her back on responsibility or the hard tasks, especially those of which nobody ever really wants a part. Always a team player, Alexis developed a strong rapport with many of our clients who came to trust her judgement.

As a senior member of the Creative Team at Tequila, (Below-the-Line, Design and Electronic Production Division of the TBWA\Durban Group), Alexis has always conducted herself in a mature manner, both within the Company and in her dealings with our clients.

Never afraid to speak her mind and always available to assist. Her experiences and involvement during her time with us have been varied and broad in scope and which include:

- Concept brain-storming .
- Radio - copy, production direction.
- TV – copy, production direction .
- Scripting for video concepts through to final mix. (A major element for Tequila's raison d'etre).
- Conference theme conceptualisation and execution.
- New Brand concepts.
- Etc., etc., etc.

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As stated, her involvement within the Durban Group has been broad in scope requiring interaction and involvement in projects both above and below-the-line and across a wide range of leading South African brands and businesses.

Alexis is one of those Creative people who is not bound by media type or style and easily fits into the diverse landscape of communication today.

We will miss her and wish her well in the next cycle of her life.

JAMES C.D. PORTER