

Affari Media

Originally set up in 2010, Affari Media works out of the NBV Enterprise Centre – in New Basford, Nottingham – to help its clients market their products and services. Affari has seen substantial growth in recent years, going from a team of five in 2014 to a team of 22 full time staff. It has also received support from the D2N2-backed Enabling Innovation programme.

Enabling Innovation, delivered by Nottingham Trent, Nottingham and Derby Universities, has seen the organisation gain knowledge and expertise through Sean Lee, a graduate who joined the company in January 2017. He has enabled Affari to increase the services offered to its client base, including 2D animation, which has helped the company create online client portfolios and informative ‘how-to’ videos.

Affari’s growth has led to a new director joining the company and has also helped expansion plans including innovating in 3D animation and virtual reality and looking at the best way to retain staff and create an improved HR presence, due to the nature of the graphic design industry as a whole.

Emma Gleaden, Marketing Manager at Affari Media, said: “A big problem in the graphic design and marketing industry generally is staff retention. People move between different agencies all the time. At Affari, we’re not only looking to increase turnover and profits, but also to ensure that our company is one where people *want* to stay and grow and where staff skills are nurtured, valued and invested in.”

She added: “Enabling Innovation has allowed us to add a brand new skill set to our team, which has in turn allowed us to engage with new clients and market segments. Affari always aims to bring in the right people for the job, at the right time and we were very lucky to receive the Enabling Innovation support when we did.

“Part of the Affari ethos is to always be looking to the future, thinking about where we want to go and how we’re going to get there and Enabling Innovation has been an amazing tool to help us achieve this.”

For more information on the Enabling Innovation project please see the website:

<https://enablinginnovation.org.uk/>



This project is part-funded by the European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020 in England.