

Communication Brief for Alex Lago

Project Summary

Alex's modeling career started when he signed with the Click agency, here in Atlanta, at age 18. Over the years he has worked with other top agencies: Red, Next, Ford, Click NY, and Abrahms, as well top photographers: Paul Thatcher, Laretta Houston, Rick Day, Alex Martinez, Charles Iniji. Alex, of Brazilian heritage, has a diverse portfolio, having worked on many different types of shoots – editorial, runway, high fashion, lifestyle, catalog, general portfolio – with his favorites being editorial and high fashion shoots. He is also very versatile having been in several movies – most recently worked as a VIP extra in The Hunger Games: Catching Fire. Alex's positive attitude and work ethic have carried him far in his career. He recently won Click's 2014 Top Runway Model of the Year award. But, Alex is more than just another handsome face, he is also very community minded, having worked on several charity projects – Angels of Life Fashion Show (organ transplant foundation) and also in a movie production called The Thin Line – a local production to raise awareness of the sex trafficking epidemic facing our country. He is also a Dean's List student at Kennesaw State University studying to be a Civil Engineer. Alex really is a total package – beauty, compassion, and brains! The goals of his new site are to further his modeling career by increasing his exposure to modeling industry professionals – photographers, designers, agencies – having a way for him to make connections, and network with others in the industry – as well a place for his friends and fans to see his latest work and connect with him on social media.

Target Audience

- **Susan** is an agent at a top modeling agency here in the Atlanta area. Her agency works with big-budget advertising agencies and fashion designers. She currently has a client that is looking for models to represent their product line and make it more relatable to the human experience. Alex has worked with their agency in the past and she feels he would be a perfect fit for client's project.
- **Janet** is a model scout who discovers and recruits aspiring, potential models. She has heard about Alex and thinks he might be a good fit for their agency, so she goes to his site to check out his work portfolio and verify his authenticity.
- **Lisa** is a huge fan of Alex's work and loves to visit his site to see his latest work.
- **David**, a friend of Alex's who works in the modeling industry, frequently shares leads with him about potential shoots and also sends potential employers to Alex's site to see if he might be a good fit for their project.

Competition

The competition in modeling is fierce. There are so many people trying to become "famous" and some will do anything to make that dream come true. Alex's greatest competition of course is other men and it really depends on what the type of modeling job he is up for – runway, editorial shoot, catalog shoot, etc. – as to the look they are wanting and who then is competition would be. Knowing the designer, photographer, or a friend on the shoot also helps to land jobs. So some jobs, if you don't know anyone, you just can't get, even if you have the right look or skills. A model must be constantly on top of their physical appearance to stay ahead of the competition. Height, size, and looks do factor in, but on some shoots so does personality, ability to work with others, knowledge of how to use props, wear clothes properly, and demonstrate good smiles. Alex's competition would be anyone who could do these things better. Advantages: great personality, very positive person, physically fit, networks with many industry leaders, photographers, and others in the business to land jobs. Disadvantages: Time available to seek modeling jobs, distractions with school projects, and time to network.

Brand Attributes/Perception and Tone

- Creativity meets versatility
- Knows his angles
- Arrives to shoot camera ready
- Doesn't need direction
- Amazing

Key Message

- A seasoned professional who gets the shot quickly and perfectly everytime!
- Amazing to work with, takes amazing shots!

Communication Strategy

Alex's site will help establish his brand as a creative, versatile, and seasoned modeling professional. The overall theme will reflect a clean, simple layout and navigation, making his photos the star of the site. A rich color palette and utilization of white and black will help showcase his photos and personality. The site will be responsive, mobile-friendly, and SEO ready. The creation of a simple logo and use of good typography will help to solidify his brand. The site will have all the important info that will make it easy for industry professionals and others to get to know Alex, get in touch with him, and also link to his social media accounts.

Timeline The website's launch date is set for February 21, 2016.

Budget This site will be gratis.

Client Signature for approval to kickoff project

Date

12-12-2015