



How to book a model

The ultimate guide by theright.fit



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Models 101





An introduction to all things models

You have a campaign and you're ready to execute it. The only thing you need now is to find the right models.

It's been proven with research and within the industry that consumers have a strongly positive response when the right models are used within media and mass advertising.

For example, in 2021, there is a distinct need for diverse models. One of the biggest indicators to measure an advertising campaign's effectiveness is how well the target audience related to the models used (Halliwell and Dittmar, 2005.

'Does Size Matter? The Impact of Model's Body Size on Women's Body Focused Anxiety and Advertising Effectiveness', Journal of Social and Clinical Psychology).

Advertisers that did not undergo proper research in order to find proper models that mirrored the target audience were unable to ensure a return on their investment.

So how can you find the right models? Who are the right models for your campaign? How do you plan a successful shoot? What on earth is 'usage'? What other jargon do you need to know?

Well, even if you've never organised a shoot or booked a model before, don't worry, we've got your back. At the end of this e-book, you'll be across everything you need to know.

Let's get started.



Different types of models

So what are the different types of models you can hire?

With the advent of social media, the traditional norm of what a 'model' looks like has been and continues to be completely disrupted.

It is a welcome change! But what are the general categories when you're looking at the current market? They generally fall into the following.

	Editorial / Runway / Fashion
	Catalogue / Commercial
	Classic or Mature Aged
	Sports
	'Real People' / Influencers
	Plus-Size Models
	Fit Models



Editorial / Runway / Fashion:

Editorial / runway models are high fashion models that are hired for editorial photography. Editorial photography is featured in magazines like Vogue, Elle, Harper's Bazaar etc and is likely to have a strong emphasis on high fashion. The models involved are also likely to walk in fashion shows for high-end fashion brands like Dolce & Gabbana, Burberry, Valentino, Prada, Givenchy etc. They are also likely to be working with these fashion houses for their advertisements and act as ambassadors.

Editorial models will generally be at least 5 feet 9 inches (175cm) and traditionally have continued to sport a very slim body type, be small busted to fit in sample sizes, and are often made popular by having a specific or defining look, like Cara Delevingne with her eyebrows. These models are often booked by fashion, beauty and accessories brands for campaigns, look books and sometimes e-commerce website shoots.



Catalogue / Commercial:

Commercial models can be of any height, size, age or background. They can be of a more diverse look because they service the various needs of general advertising. This is where you may see models who perhaps have a more traditionally attractive look, like 'the girl next door' or 'the healthy mum'.

Within general advertising, from categories like consumer goods, travel, technology and other services, commercial models are used predominantly in these campaigns. Brands are looking for attractive, but attainable models, which is a great description of a commercial model!

Within this category, models will likely come with acting skills if they have featured extensively in TVCs (TV commercials). They will be comfortable moving in front of the camera and many also have acting capabilities.

Commercial models that have featured extensively in catalogues will come with knowledge on how to pose for e-commerce or catalogue shoots and will know how to place focus on the product.



Classic or Mature Aged:

Diverse talent is needed to meet the needs of the market. Models should represent the ideal consumer and not be limited by age. Classic models are often considered to be just like commercial models but range from upwards of 30 years old and can be beyond their 60s.



Sports:

Sports or fitness models are usually very athletic, toned and have a conditioned body. Many fitness models also work simultaneously as athletes or as fitness trainers.

While they may get commercial model bookings for specific campaigns (an example would be a telco brand who is doing an advertising campaign that needs someone to look like a runner or swimmer), they may mainly have clients that are gyms, supplement manufacturers, fitness apparel brands etc, where it is important to authentically represent their target audience and be able to accurately perform the movements in the campaign.



'Real People' / Influencers:

For some authentic advertisements, they truly need real people with absolutely no industry experience. Usually, briefs will be simpler and not need any acting capabilities. Generally, any commercial models or classic model can fulfil these briefs, especially if they have a unique, niche look. Influencers or those who have a following but do not necessarily have any modelling experience can also fit these briefs.

Families can be used to fulfil 'real people' briefs, especially during COVID. Asking

a model if they have family members (including children) who are willing to be in an advertisement is a great way to use authentic, diverse models.

Influencers can be used as models for campaigns as they bring their own dedicated followings to the overall reach of the advertisement. They can create hype for the advertisement before it even goes live. When there is the right synergy, the choice of using an influencer can seem more genuine than the use of a traditional model.



Plus-Size Models:

Sometimes seen as a contentious category, plus-size modelling is becoming much more mainstream and was created to meet the demand for models that represent the general public and their body types. The fashion industry has been critiqued for fostering unhealthy beauty ideals and only valuing extremely thin models. Brands in the current social media and advertising landscape will try to portray a more accurate representation to appeal to a wider range of audiences.

Plus-size models are generally categorised by size rather than exact measurement. They can also be referred to as curve models. The definition of Plus Size or Curve depends on the brand or agency, but is generally female size 12+ or male size XL+.



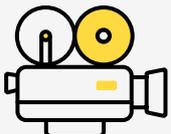
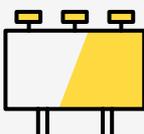
Fit Models:

Fit models are very different to fitness or sports models. They are models who work with designers and garment manufacturers to ensure that they can maintain a uniform size during the clothing manufacturing process.

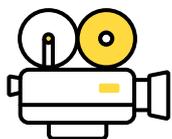
Job descriptions for fit models will usually outline a very specific set of measurements. Fit models need to consistently maintain their chest, waist and hip measurements. They also do not likely need to be tall as most clothing is mass manufactured for people with an 'average height' in mind.

What are models used for?

Models can be used for a variety of different purposes and campaigns. A varying range of models from the previous categories will be used for these following jobs.

	TVCs
	Print Campaigns
	Editorial / Fashion
	Catalogues

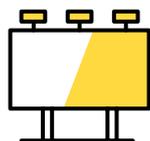
	E-Commerce
	Social Media
	Promotional & VIP hosting
	Showings
	Sports / Fitness
	Fit Modelling
	Body Type Modelling



TVCs (TV Commercials):

TV Commercials for digital or above-the-line marketing efforts. Models hired for TVCs will need to know how to move in front of the camera and need to have some acting capabilities. How confident the model needs to be with acting also depends on if the role is speaking or non-speaking.

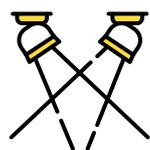
TVCs will generally have an extensive brief outlining the script and character notes that the talent needs to master before starting the shoot.



Print Campaigns:

Print campaigns include things like ads in magazines, flyers, billboards or bus posters. Similar to TVCs, models can be asked to do a multitude of poses or activities for print campaigns.

For example, for a headphone brand, a model might have to look very confident while running, or for a hotel campaign, they may need to play a role as part of a couple and look happy and in love. Models hired for these roles will need to know how to move in front of the camera and have some acting capabilities as well.



Editorial / Fashion:

For editorial or fashion campaigns, models need to know how to pose in an editorial manner, which can involve different shapes, movement and angles. For catwalk jobs, models need to have a great, confident walk, be tall and composed, and be able to carry the clothes in a way that showcases the garments features and fit.



Catalogues:

Similar to print campaigns, catalogue work will need models to be comfortable doing a multitude of poses and have some acting capabilities. The models will know how to move according to client and photographer needs. The key role of a model in a catalogue shoot is to clearly and accurately showcase the product and make it appealing for purchase.



E-Commerce:

For website and online store use, e-commerce shoots require the model to know how to pose. Some of these shoots can be unrecognisable (e.g. shot from neck or waist down) and the model needs to have experience in presenting specific body parts. For example, showcasing pants or jeans, or bras and underwear.

Measurements are important when working with sample sizes, and models must be in proportion to accurately showcase the fit of the garments to consumers looking to purchase. E-commerce models must be used to a fast paced shoot to get through all the looks in time and be experienced in posing in ways to highlight the garment features.



Social Media:

Social media shoots run similarly to print campaigns. Models can be asked to do multitude of poses or activities to showcase the brand's social media aesthetics. Models hired for these roles will need to know how to move in front of the camera and have some acting capabilities as well.



Promotional & VIP Hosting:

Promotional or VIP hosting roles can be anything from sales roles to hostess roles and everything in between. These roles require models that are engaging and approachable, are outgoing and enjoy meeting people and building professional relationships. Models hired for these roles need to be confident working with large groups of people, be well presented and have a good work ethic.



Showings:

Some brands need models to try on their latest range at their head office for internal showings, or external showings to potential customers.

Internal showings allow the brand's staff to see the benefits of the products and ultimately how they can sell it to their customers. External showings help potential buyers

or stockists of the brand to see the products in action and how they fit or are used. Models need to know how to pose and be personable so they can provide feedback on how the products look and feel to the models.



Sports / Fitness:

For fitness brands, they might need models that are extremely athletic or capable of playing a certain sport. This can include print campaigns or involve shooting exercise videos. Models hired for these roles need to look physically athletic and be capable of engaging in physically strenuous activities during a shoot.



Fit Modelling:

For clothing brands that require a fit model, they have specific measurements to match their sample size. Consistent measurements are important to ensure the brand can maintain a uniform size during the clothing manufacturing process. Fit models need to consistently maintain their chest, waist and hip measurements.



Body Type Modelling:

Some popular categories for body models are hands, feet, eyes and legs. Models hired for these roles need to ensure their body part is neatly groomed for the shoot. A popular category is hand modelling, where someone with particularly attractive hands is booked just to hold products for an ad campaign or for jewellery shoots.



Where do you find models?

The most common way to find models is through a professional modelling agency, through a platform like [theright.fit](#) or contacting freelance models directly via their website or other profile. These are the pros and cons of each method.

Booking Through an Agency

✓ Pro: Accountability

Modelling agencies have long standing reputations and have suitable talent managers for each division. Talent managers will respond quickly to enquiries and put forward suitable candidates for specific briefs to ensure the brief is met. When a model is booked through a modelling agency, you can trust that the model will be there for the shoot and well prepped.

✓ Pro: Quality of models

Agency models are experienced and talented. Their portfolios are usually diverse. Agency models can ensure the shoot proceeds in an efficient manner and can capture the essence of the brief easily.

✓ Pro: Quick turnaround

Modelling agencies like Wink Models provide a 24-hour customer service team, so an agency can ensure you get a quality model that fits the brief perfectly within an hour or for the next day. All confirmations and contracts can be fulfilled with professional reassurance, so that last-minute shoots can still go ahead.

✗ Con: Limited number of models

You are limited to the specific look of the agency. An agency usually only puts a model on their books if their look satisfies an overall 'image' they are going for, and they won't represent a large number of the same type of look (for example, they won't have 10 x girls with long dark hair and a fringe, or 5 x African American models).

If an agency doesn't have diverse models, then you won't have many choices and you may have to contact many different ones, which can become time consuming.

✗ Con: High costs

Modelling agencies do charge a higher fee



than platforms or freelance talent. They do not usually provide a flat fee, and each individual campaign will come with a different agency fee price tag. The agency service fee usually ranges from 15-25% on top of the shoot fee. As well as this, models pay a commission to their agent for each successful booking they receive.

Booking Through theright.fit

✓ Pro: Speed

Theright.fit was created to allow for shoots to occur at a greater speed and at a reduced cost. By removing the agency middle man, brands can access any of the 15,000+ global top-tier talent with speed. Simply post your job and let the applicants come to you!

theright.fit platform ensures managing jobs is super easy. You can review, manage and edit your job details in one place. You can keep track of applicants at a glance and view all booked, shortlisted and new talent all within one job.

✓ Pro: Affordable

Theright.fit is free to use and brands only pay when the job is done. Instead of negotiating prices with agencies, you set your own costs for each job and have transparency on all commissions involved.

✓ Pro: Diversity

Since theright.fit is a talent marketplace, any professional talent with a great portfolio can sign up and apply for work. Brands can access top-tier talent from all across the globe and access diverse talent of any age, look, height or skill set.

✓ Pro: Safety

Every booking made on theright.fit is automatically covered by \$20 million Public and Products Liability Insurance, legal contracts and the security of 24/7 customer support. You can also see the ratings and reviews of each talent on the platform, so you can trust they'll do a good job on your campaign.

✗ Con: You do the work

If you are booking models through theright.fit, you cannot just trust that an agent will relay all the shoot details to the models and pick up anything you might have forgotten. You will have to create a call sheet, communicate to the models directly and coordinate all aspects of the shoot.

✗ Con: Lack of industry experience

If you have never booked a model before, it's



hard to know exactly what to ask or pay when booking a model. Agents who have been in the industry for many years will know exactly what model will be right for the brief and what rates you should pay.

If you have no experience booking models, you might find yourself missing questions to ask, or not casting the most suitable talent.

Booking Directly (Freelance)

✓ Pro: Low costs

Working directly with freelance models means the brand will not be paying any agency service fees, marketplace bookings or commission to anyone. Many models who work freelance have low rates because they are not yet experienced enough to have an agent, or have a high enough quality profile to be listed on a professional marketplace. The brand will usually be invoiced directly by the models.

✗ Con: Lack of professionalism & experience

If you're booking a model directly, there is no guarantee that the model will show up on time or even at all. There is also no insurance if something was to go wrong on set. Furthermore, the quality of the model cannot usually be

assured as there has been no agency or theright.fit vetting process to ensure the model is experienced and qualified. You may also not be able to get any references or reviews from past clients who have worked with the model.

✗ Con: Lack of industry experience

Again, without having been in the modelling industry, it's hard to know exactly what to look for when booking a model. If you are booking a freelance model, it would be imperative that you host a casting to meet them and see that they do look like their photos and that they are professional and have some experience, as there would have been no vetting to assure this. If you are booking a freelance model, you may end up booking an unsuitable talent who doesn't look like what you expected, or does not have experience, which may jeopardise your whole shoot.

✗ Con: Safety & insurances

If you are booking a freelance model, you will need to organise legal contracts for model releases, insurance and ensure you are fully aware of any permits, legal rights to work, and other legal obligations, including any taxation payment requirements.



Shoots 101



Organising a shoot

How far in advance should you start organising the shoot and casting? Having lots of notice is always great to ensure the right talent and location is available for your shoot.

However, agencies like Wink Models, or fast turnaround platforms like theright.fit with their 24-hour customer service, will ensure you will be able to have a successful shoot even if you are organising it at the last minute. Just ensure you have the following ticked off on your checklist when organising a shoot.

- Do you have a production team of DOP (director of photography) and other coordinators that will ensure your content will be captured in the manner you need?
 - Do you have a location? Have you looked into permits if it's outdoors or at a venue that requires permission?
 - Did you book the location for a sufficient period?
 - Do you have a model that fits the brief?
 - Do you need castings before the shoot?
 - Do you need props and will it all be there on the day?
 - Do you have a H&MU artist or hairstylists?
 - Do you have a stylist?
 - Is there transport information if you need to move between locations?
 - Will the client be on set?
 - Do you have a call sheet?
 - Do you have a run sheet? This can be included in the call sheet.
 - Do you have a shot list?
 - Is there a mood-board?
 - Do you have a script/anything else that might be necessary?
 - Do you have catering organised?
 - Do you have a COVID-19 safety plan/ declarations for all crew/talent?
 - Do you have insurance for the shoot?
 - Do you have a release form for the talent and any other legal documents required?
- ...let's go into further detail within these checklist items now.



All about castings

What is a casting?

A casting is a visual interview. You can either have an open or a closed/request casting.

An open casting is when you tell modelling agencies (or have a [theright.fit](#) job posting with casting details) to send any of their available models to the casting. This is a long and arduous process and you're likely to be seeing a lot of models that don't fit the brief exactly. A closed/request casting is one where you are selecting the short listed models to ensure they look like their digis (unedited digital photos of their features) in real life.

So, to ensure you interview the right model, you want to make sure you have the right casting brief.

What should you include in a casting brief?

Make sure you have these details:

- Age
- Gender
- Ethnicity
- What the role would involve (specific skills, specific accents)

- Height,
- Dress size
- Specific requirements (body hair, tattoos etc)
- Characterisation of the role for the talent, e.g. "A 20-year-old, technology loving, funky woman who looks like she lives in Newtown."

Also when it comes to the talent, ensure you are across these aspects as well:

- Legalities, e.g. for alcohol brands, all talent booked must be over 25 years old.
- Whether they have worked with any competing brands.
- Whether they have any advertisements (TVCs etc) on air at the moment.

How to have a casting?

You have the perfect casting brief; now how should you hold a casting? It can be face to face, self casting tapes or via Zoom. Which option you choose really depends on your needs (time sensitivity/assessment of skills etc).

Tips for face-to-face castings:

- You can ask the model to try on the clothing they will likely be wearing for the shoot, e.g.



if it's an e-commerce job, get them to try on the sample sizes.

- You can film them enacting the scene they will be acting in the final TVC by providing them with a script beforehand.
- You can see how the model moves in front of the camera by taking their photos or through taking videos.
- Ensure the talent is available for the shoot dates, fits within the budget and has not worked with any competitor brands (if applicable).
- A face-to-face casting is a great option to check the model's skin and teeth if needed, e.g. for close up beauty shots.

Tips for self casting tapes:

- Detail exactly what you would like the talent to do within the self casting tape. Usually it follows the structure of:
 1. An introduction (name, age, measurements, what role they are casting for, whether they are available for the shoot and whether they have shot for any competitors or have any ads on air at the moment).
 2. Acting out the scene/skills that are required for the shoot.

3. Various angles of them (side, front, back and walking towards camera).

Technology notes that you can pass onto the talent for self casting tapes:

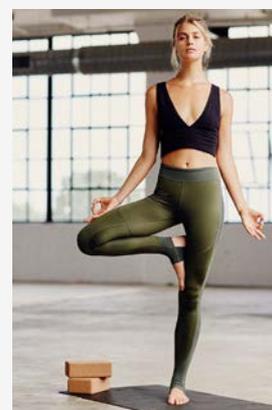
- Camera setup: landscape is always preferred. Shoot horizontally.
- Sound: reduce background noise and don't shoot where your voice would echo.
- Lighting: ensure you have bright lighting and that you can be seen clearly in the self casting tape. Minimise shadows.
- Clothing and background: use neutral, uncluttered backdrops and wear solid coloured clothing (white/black) that does not hide how you look.
- Recording: place yourself in the centre of the frame and look at the camera while filming.

Mood boards and shot lists

What is a mood board?

A mood-board is a visual tool to communicate the concept and visual ideas. Mood-boards can act as a necessary transition between an initial idea and then the final products. It will also help talent/crew get an immediate idea of what they need to capture for the shoot to be a success.

The following is an example of a mood-board for a fitness inspired apparel shoot where the emphasis on yoga movements and a clean background:





What is a shot list?

A shot list or a shot order will help the day run more smoothly and ensure you don't run out of time. It can also incorporate images and can be like a mood-board. A shot list should include the approximate time, which talent will be involved and a photo or a description of what the shot will look like. Here is a shot list template, followed by an example shot list on the next page.

Shoot title: _____

Client name: _____

Contact phone number: _____

Call times: Hair & makeup _____ Models _____ Crew _____

Time	Reference image	Location	Talent/crew involved
9-10am			
10-11am			
11-12pm			
LUNCH 12-1pm			
1-2pm			
2-3pm			
3-4pm			
4-5pm			

Example shot list

TIME		REFERENCE	LOCATION
ALL CREW & ALL TALENT: 9AM START			
Floral shots with Models – Wahroonga Park, NSW Models: Jane & Erin			
9:00-10:30AM			
			
Transit to next location: 12 James Street Hornsby, NSW Wine Lifestyle Shots			
11:00-12:00PM			
Transit to next location: 211 Victoria Street, Darlinghurst, NSW 1:00-2:00PM LUNCH			



Call sheet template

Shoot name: _____

Client/brand name: _____

Shoot date: _____

Shoot location: _____

Agency name: _____

Contact details: _____

Client name: _____

Contact details: _____

Production/photographer name: _____

Contact details: _____

Talent name: _____

Contact details: _____

Call times: Client _____ Agency _____ Photographer _____ Talent _____

Location (including maps): _____

Parking information: _____



Rate guide

Rate guide for shoots

For models, here is a general rate guide. Take into account that rehearsals, fittings, editing or any other pre-production or post production time will need to be compensated for on top of these rates. Models will also arrive on set with clean hair and face and will be paid for the time they are in hair and makeup. The call time starts from when they enter the set.

Skill level	Min. hourly rate	Min. day rate (8hrs)
Beginner	\$95	\$700
Intermediate	\$150	\$1,200
Experienced	\$250+	\$1,800+

Make sure you always note how many hours a shoot requires in your quote. Note that models can be flexible with their rates if you book them for a full day (e.g. 4 hours might be booked at \$200/hour but 8 hours could be booked for a discounted rate of \$1,000).

Usage

Rates often don't stop there. Let's take a look at fair rates for different usages.

Usage	Additional budget
Social media, website or e-commerce	0%. This usage can be included in the day rate. Note: clients are not required to remove images from social media after time has run out, but they cannot repost or run ads with those images etc. They must remove images from other forms of media after usage has expired.



Usage	Additional budget
Collateral, brochures, direct mail or trade shows	25%
PR	25%
POS (point-of-sale)	75-100%. This can be reduced based on the no. of stores.
OOH (out of home/outdoor)	75-200%+
Digital (ads online, YouTube, catch-up TV)	75-200%+
FTA/Pay TV	75-200%+
Editorial (magazines)	0% for 1 x run in magazine. Additional runs would be at 80-100%. Note: highly respected magazines can often charge minimal rates due to the exposure talent receives. Editorials should never be an advertisement.
Advertorial	25%

Things to note:

- These are all based on 12 months' usage in Australia only.
- Photographers/videographers will always own the rights to the images/footage. The selling of these rights to clients will always require additional negotiation.
- It's always the client's responsibility to let the talent know about intended usage, and propose any additional usage before it goes live. Fees must be agreed by all involved before usage can commence.



Time limits

The words 'perpetuity' and 'worldwide' all come with hefty price tags, so knowing your intended usage keeps the talent top quality, and you often save money while paying the talent fairly. Here are some things to note:

- Time: 12 months is standard
- Additional years should be 80-100% per additional year
- 3 and 6 months terms can be calculated at 25% and 50%, but not for Competitive Categories (e.g. banks, financial services, insurance, cars, telecommunications, fast food etc)
- Perpetuity should never be considered for Competitive Categories
- Perpetuity for Low-Risk Categories (fashion, local businesses etc) should be considered at 300-500%.
- Territory: Australian usage is standard.
- NZ usages are 50-80%.
- USA is 200-300%.
- UK is 150-250%.
- Other countries should be calculated based on population and its relation to Australia.

Other financial tips

If you are ever invoicing a model directly, check if they are charging you for GST. If the model does not have an ABN that is registered for GST, they cannot charge you for this. Also make sure that they have an active ABN if invoicing you directly, and understand any legal rules about ABN/TFN payments in Australia or the country you are shooting in.

Conclusion

In conclusion, when considering rates and making a budget make sure you can answer all these questions:

- How long will the shoot go for?
- What's the experience level of the model?
- What is the usage?
- Is the usage for 12 months in Australia?

These questions will help you formulate the best budget when booking your perfect model.



How to brief a model

Before a model comes on set, you should brief them to ensure there is smooth sailing on the shoot date.

Most clients brief models to come with clean hair and face, ready for makeup and hair styling. If a model comes to set with makeup on, it can take some time to take it off and set the whole day back. Or perhaps you need them to bring a white t-shirt option, or nude bra and underwear. Or you might require the model to come with a spray tan, or with a nude manicure. The most common brief a model can get before a shoot looks like this:

“Please come with clean hair and face for the H&MU artist. Ensure you have clean nails and also bring a beige bra and underwear options.”

Here are some of the things you could ask a model to bring:

- Basic makeup for touch-ups
- Makeup remover and wipes

- Hair ties and bobby pins
- Flesh coloured thong and bra
- Sunscreen if an outdoor shot
- Bottled water
- Manicured and pedicured hands and feet with neutral nails
- Basic garments, like denim jeans, black pants, white or black t-shirt/singlet for layering under wardrobe items
- Plain/basic shoes like black high heels

It would be expected that the brand provides all additional wardrobe options or any specific wardrobe options required for the shoot.



Industry 101



All about contracts

Legally, there will be certain forms you will need your models to sign. We always recommend seeking legal advice when it is required to ensure you are getting the right contracts signed for your needs. Let's start with the most common one.

The general release form

A personal release form for models will state that the client will:

- a. Have the right to photograph the model in connection with any or all of their appearances or performances.
- b. Have the right to reproduce and communicate any part of the photograph in any media known or hereafter devised for a period of 12 months.

It should acknowledge that the client owns and shall own all rights, title and interest (including copyright) in all photographs:

- a. Clearance Terms: Usage — 12 months

A contract requesting exclusivity

Sometimes, a brand will request that a model

be exclusive. This is to ensure the models don't work for a competitor brand. Financial benefit will usually have to be offered in order for the models to sign something like this as they will lose out on jobs.

Exclusivity will usually be outlined in a contract in a clause like this one:

1. Exclusivity. During the Term, Consultant shall not, directly authorize (nor has Consultant authorized, prior to the Term, which authority is still in effect) the use of Consultant's name, picture, image, voice, likeness, signature and/or biographical information, nor will Consultant render any services, post about, sponsor, promote, give any testimonials or endorsements in any advertising in any medium, nor engage in any promotional, marketing, endorsement or activities, in connection with any product/service competitive with the Company.

Other legal notes

For alcohol brands, please note you must comply with the Alcoholic Beverages Advertising Code (ABAC).



For tobacco brands, we note you should look into the Tobacco Advertising Prohibition Act 1992 and the Tobacco Advertising Prohibition Regulation 1993 as well as any other relevant acts in your State/Territories.

We recommend that you seek independent legal advice to make sure that you are confident in the contracts you are using and that you are complying with all the industry rules and regulations.





Talent checklist

Here is a final checklist for a stress-free talent booking:

- Do you mind if the talent has worked with a competitor brand?
 - If so, make sure you ask which specific brands they have worked with in the past.
- Does the shoot require specific skills?
 - For example, surfing, roller-blading, swimming, bike riding, etc?
 - Either hold a casting to ensure that talent can perform it proficiently on set or ask for a video.
- Is it a speaking role?
 - If so, check accent, English speaking ability, pronunciation and request a showreel.
- Does the talent need to be a specific size for clothing?
 - If so, make sure you have up-to-date measurements or have held a casting.
- Is it a body role?
 - If so, check tattoos, tan lines, specify body hair requirements (e.g. no chest hair for males), scars/marks, etc.
- Does the talent need to be a specific age?
 - Some products, like alcohol and tobacco, require talent to be a specific age, so check this beforehand.
- Do you need to see 'digs' or natural photos of the model?
- Does the talent need to bring any specific wardrobe, or will a stylist be provided?
 - If you do require them to bring wardrobe, please account for dry-cleaning in the payment and also check images of the clothes the talent can provide. If a stylist will be sourcing, ensure they have checked talent's up-to-date measurements.
- Does the talent need to do any grooming preparation?



- Does the talent need to come with hair and makeup done, or clean hair and face? Will you provide hair and makeup?
 - For example, spray tan, manicure, etc.
- Is social media posting allowed on set?
- Travelling overseas or interstate to shoot?
 - Make sure you have any required visas, talent has a valid passport and travel insurance is arranged. Ensure COVID-19 restrictions are adhered to.
- Does the shoot involve close-ups of hands?
 - If so, ask for hand photos and check requirements for manicure.
- Does the shoot require close ups beauty shots?
 - If so, check model's skin and teeth with current digis or hold a casting.



Glossary

Below is a glossary of industry terms to know.

General modelling terms

Book

A model's portfolio.

Booker

A person working in a modelling agency who books jobs for the models and schedules appointments/castings for the models.

Buyout

Models will be given additional money (along with the agent if applicable) if the client wants to use the ad in perpetuity or for a longer term than originally contracted.

Call back

A second round of castings so the client can make a final decision.

Casting

A visual interview to see which model would be a good fit for the role.

Comp card

Shortened version of 'composite card'. A model's business card and has a selection of the model's portfolio images as well as their statistics (height, measurements, hair colour etc).

Go-see

Also called 'cattle call' or 'open casting'. This is when you tell modelling agencies (or have a theright.fit job posting with casting details) to send any of their available models to the casting.

Kit bag

This is a model's bag full of everything they need for modelling. It includes portfolio, comp cards, accessories such as nude underwear, clean heels (or shoes), basic makeup, hair product, snacks, water and sunscreen.

Look book

A collection of photos taken of models wearing clothing that is sent out to people in the industry as well as specific consumers to showcase the designer's looks for the season.



Mother agent

The agency that discovered the model.

Paid in trade

This is when models are not paid with money but through a form of product instead. This is common practice in fashion shows where models will walk for designers and be allowed to take certain pieces from new collections as a part of their time as the model.

Stats

Statistics like a model's height, waist measurement, foot size, dress size etc.

TFP (time for print)

Time for print is what the industry refers to when a model has photographs taken and the payment method for the model or photographer is their time. This is usually for models or photographers who are starting out.

Wardrobe fitting

Before a shoot, a model might be asked to come in for a fitting beforehand.

Usage / image terms

All print (media use)

Images bought under this term will be used for newspaper, magazine, collateral, direct mail and may have some exclusions or inclusions (check if POS/OOH is included).

Any and all media (media use)

This covers everything. Images bought under this term will be used for all print, OOH, POS, electronic and broadcast.

Advertising (usage)

This is when images will be used to advertise and sell products or a service.

Collateral (media use)

Images will be used for brochures, some mailers and other media that forms part of the campaign.

Corporate (usage)

This is when images will be used for internal use within the corporate structure.

Exclusive (image rights)

The image (and sometimes the outtakes) cannot be sold to anyone else during the time period specified in the contract.



Newspapers (media usage)

The images bought will be used in newspapers and you will need to check the geographic region and size of the newspapers.

Non-exclusive (image rights)

The image (and sometimes the outtakes) can be sold to other clients.

Exclusive to industry (image)

The image cannot be sold to anyone in the same industry (e.g. telecommunication, fitness etc).

Miscellaneous (media use)

Images bought for miscellaneous use must be negotiated apart from other media (e.g. ad planners) due to the variants involved.

Out of home (OOH) or outdoor

Images will be used for things like outdoor boards, bus sides, transport stops etc.

POS (point of sale) or POP (point of purchase)

Images will be used in locations where the product is sold, e.g. banners, signage, counter cards, display, in-store posters, table tents etc.

Promotional (usage)

Images will be used to promote things like an event.

Public relations (usage)

Images will be used to promote something but it will be more awareness driven and less sales based.

Reuse

After the original usage date expires, images may be sold to other clients. Initial contracts should negotiate future reuse.

Rights (limited)

This is the number of times within the set time period that the image will be used, e.g. two times or “run of 5,000” within the time period purchased.

Rights (unlimited)

Allowed to use the image for an unspecified number of times within the time period purchase. Not an automatic transfer of copyright nor does it mean “unlimited time”. You only have the rights to use the image, you cannot resell or allow another party to use it.

Total buyout (image rights)

Full copyright and rights to the image.



Trade (market)

Images sold for the trade market will be B2B, i.e. images that market to people/businesses who sell items/services to other people/businesses.

Consumer (market)

Images sold for B2C use i.e. images that market to consumers. It is purely commercial in nature.

Editorial (market)

Images sold to accompany informational text, should not be commercial in nature.



Get in touch

So what's next?

We hope this helped you navigate your way through the complex world of models.

At theright.fit, we have over 16,000 top-tier professional models from around the world, ready to work with you and help bring your campaign to life.

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