



Press Kit Builder

Build it. Send it. Search it.

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What is it?

The **Press Kit Builder (PKB)** will be an online tool to help musicians, actors, dancers, performers of all types build their own online press kit. It will help them select the best image to use, write a bio and choose press clippings to build an effective promotional tool.

A performer will typically already have all the pieces to the press kit they need, but knowing which pieces to use and where, is essential to creating a solid presentation of ones self. For instance, they will have a variety of pictures of performances, appearances and a head shot, but knowing how to use them is a key part of the kit. They, in their owns heads, know what they do, who they are, etcetera. Although, putting it all together in a one page document, does require some finesse. Collecting press clippings is a task and finding them can be as well. The Builder will help the performer compile the perfect collection of reviews and writings about their talent into a glowing group of comments.

Putting all this together is only part of the battle, getting this into the right hands is the other. Users will be able to export this tool to social media sites like ReverbNation, MySpace and Facebook, send the kit as a PDF or a link to the Builder page or even a high resolution printed kit.

Income Generation

PKB will be a freemium service. Building your press kit will be free, sending your press kit will be free and even receiving one free high quality printed version will be free. There will be a rate card for four color, high quality printing the press kits. A packaging service will also be offered.

One purpose of the press kit is to send it to talent scouts, record labels and booking agencies to give them a quick view of your abilities. An additional aspect to the **PKB** experience will be **PKB Search**. Here, the aforementioned industry professionals can freely search talent in their own state or pay a monthly/annual fee to search world wide. The search is not limited to **PKB** members, but does find them with priority.

Project Goals

The goal of this application is to offer performers from any background, an easy way to set up a self-promotion tool to be used in furthering their career, as well as a convenient search tool for those seeking talent for hire. Ideally, **PKB** could create a cool community for talent and scouts to exist in harmony. In a second phase, a 'casting call' or job board could be in place for talent to search for the work. This element would be dependent on the size of the community and its influence on the industry. However, this is a secondary consideration, as the focuses are the Press Kit and the Search features.

Target Audience

A press kit is used by a variety of industries. Even Coca-Cola has a press kit. The key is making it work for you in the business you are in. **PKB** is open to talents of all performance areas.

Of course, the primary audience is talent. If there is no talent, there is nothing to search. This is the group that will build the foundation of the site.

James Hall

"I will rule the world with my music."

James is a singer-songwriter performer and the founding member for *The James Hall Band*. He is 25 years old and has only been in two bands before starting his own. He has never had a manager but gets advice from industry professionals when he can. He went to college for a couple of years and, as a musician, has no income.

James has MySpace and Facebook accounts but needs a press kit to help him get out of the underground and into the limelight. He is looking to keep his cult-like following but also wants to open doors in more commercial markets and needs something modern, cool, and easy to get out there.

The James Hall Band has recorded two cds and is always wanting people to hear their music and hopefully buy it. The electronic press kit is the best way to get this done. No money spent on postage or printing and the results are immediate.



Needs

1. An electronic press kit
2. Direction on how to select items for the kit
3. An easy way to distribute the kit

Todd Sullivan

"Talent is found in the strangest of places."

Todd is the Casting Director with Maverick Motion Pictures in Los Angeles. In his mid-thirties, Todd has been in the movie business for some time but this is his first upper management position. In the last few years, he has noticed a trend with more and more movies shooting on locations outside of California. In those experiences, he has found it less costly and more convenient to cast the smaller parts at those same locations.

In his many years of experience, Todd has found open casting calls to be long and tedious. He needs a quick and easy source to find talent for smaller parts without going through this process. Todd considers himself to be one of those, "I know what I need & I will know it when I see it," kind of people.

Todd brings in about \$100,00 a year plus bonuses. Money is not an issue for him to pay for the tools he needs to get the job done. Searching on his own also saves him the cost of paying an agency to handle the search for him.



Needs

1. Avoid the hassles of an open casting call
2. Only looking for small, fill-in parts
3. Prefers to find talent from the location city

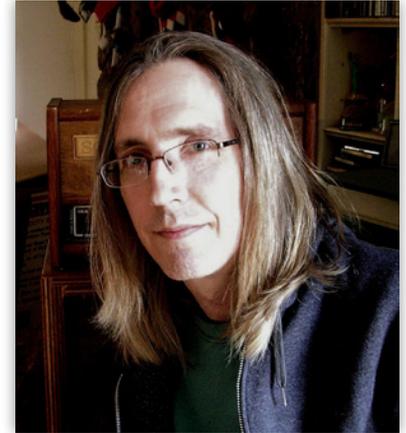
Charles Leach

"I write about who and what I want, when I want."

Charles owns a local, free, monthly magazine in New Orleans, LA. He gets press releases from movie studios, concert promoters, almost all the entertainment marketers in the area. He is 45 years old and been writing entertainment reviews since college. He has a reputation as a tough critic.

With print deadlines approaching, Charles will sometimes need quick information about a musician. Since the quality of his sources is important, he needs a reliable place to find information about the people he is reviewing. If Charles decides to run a picture, he will need a high resolution image to maintain the quality of his publication. Sometimes, there is no time to spare. He also hosts a radio show and quick information while on the air is important, as well.

Charles brings in about \$60,000 per year from the magazine alone. But, because of his reliance on quality sources, he has no problem paying for access to a quality database. The amount of time that is saved makes up for the cost.



Needs

1. Quick and accurate information about local talent
2. Easy location of contact information when needed.
3. Immediate access to media artwork.

Competitive Analysis

Building an Electronic Press Kit is a must-have in today's entertainment world. No one wants to pay postage to mail a package if they don't have to. And, there are a few places to build these for free and as a pay service. The three I selected are closest to what the goals of **PKB**.

The following table shows a general comparative analysis of the three competitor sites.

	Artist Ecard https://artistecard.com/	Sonicbids http://www.sonicbids.com/	Lafango http://lafango.com/
Build press kit	Yes	Yes	Yes
– bio	Yes	Yes	Yes
– press photo	Yes	Yes	Yes
– calendars	Yes	Yes	No
– press clipping	No	No	Yes
– press releases	Yes	No	Yes
– gallery	Yes	Yes	Yes
– music	Yes	Yes	Yes
– video or reel	Yes	Yes	Yes
– metadata	No	No	No
– resume	No	No	No
– contact	Yes	Yes	Yes
– styling	Yes	No	No
Personal web domain	Yes	No	No
Share press kit	Yes	Yes	No
Send link or PDF	No PDF	No PDF	No PDF
Format/Style PDF	No	No	No
Variety of style options	Some	No	No
Scout searchable	No	Yes	Yes

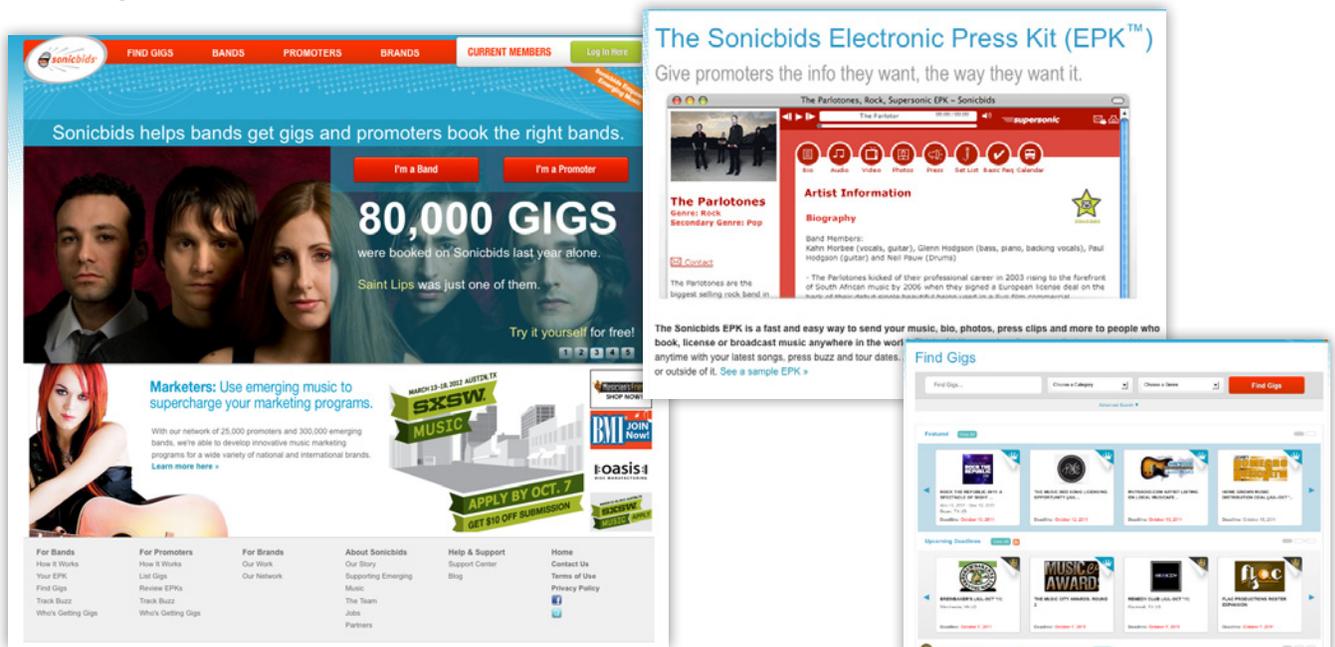
Artist Ecard

ArtistEcard.com describes itself as a “full featured Electronic Press Kit (EPK)”. However, the main fault I found lies in styling. All of the EPKs are the same layout with the same features and even these are not completely editable. Artist Ecard focuses on musicians, artists, bands, photographers and models. Their service’s lowest monthly cost is \$6.99. Artist Ecard EPKs are pretty and functional but they lack individuality. If you’ve seen one, you have seen them all.



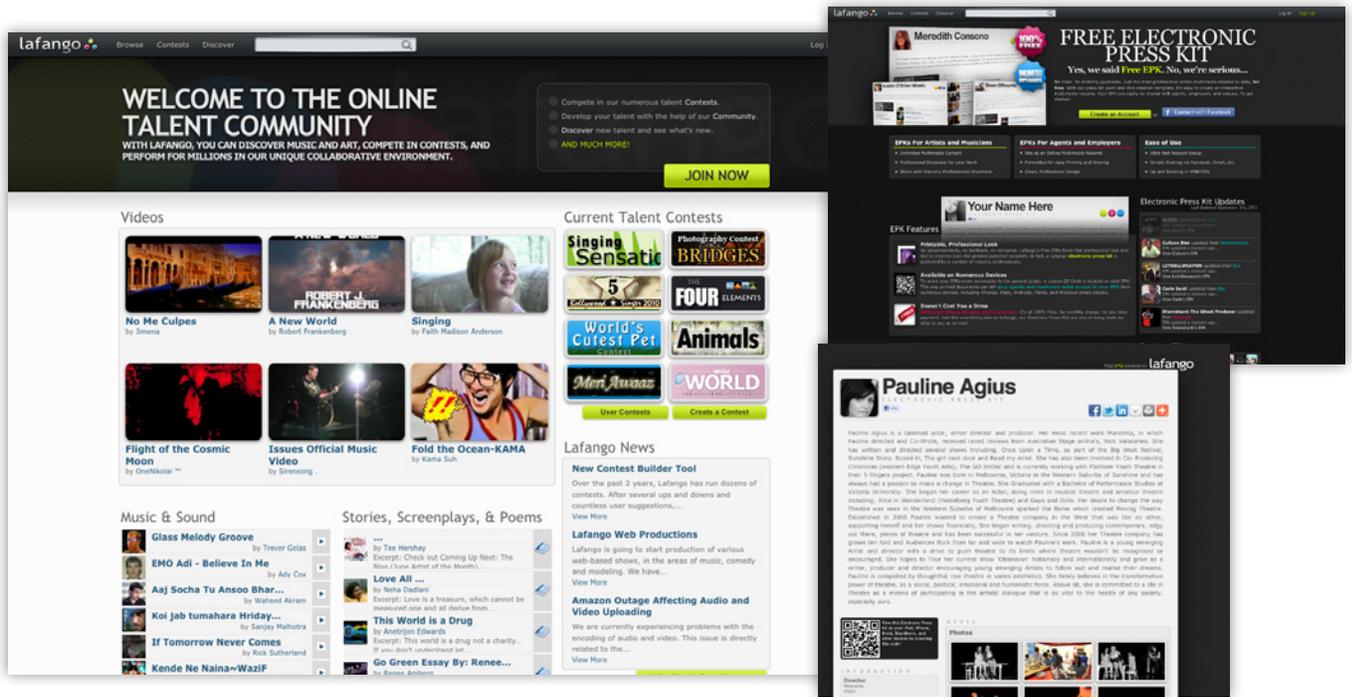
SonicBids

The SonicBids tag is “Sonicbids helps bands get gigs and promoters book the right bands” which limits its purpose to musicians and the music industry. It is, however, a very clever tool. The bands build their EPK inside SonicBids. They can then look for gigs and submit to them. They are limited to the opportunities that are listed through SonicBids. It appears you can share this information on a variety of social networks but it seems their site is not fully functional. I am unable to find certain bits of information which is unfortunate because I would like to have more answers before I sign up. I am not going to join even a free trial period without more details. For example, I found a few places to view a sample EPK but none of the links work. I do not want to sign up for something I cannot see.



Lafango

Lafango is the most diverse in terms of members, usability and social networks. Lafango behaves more like a social network than an artist promotion site. They are open to comedians, singers, dancers, models and photographers. The press kits are plain uninteresting and uncustomizable. Lafango is set up as communities such as acting, comedy etcetera, but anyone can start a community. I have issue with this because there needs to be a level of standards and professionalism for this concept to work. I found a 'Cooking' community on Lafango. That is something that should be on an HGTV site, not a talent site.



Competitive Summary

As stated earlier, the goal of PKB is to offer performers from any background, an easy way to set up a self-promotion tool to be used in furthering their career, as well as a convenient search tool for those seeking talent for hire. Some of the analyzed competitors offer parts of PKB, but none offer all aspects.

Some general differences include the customization of the actual press kit. PKB will be the only option to offer a wide range of custom settings from fonts, to colors to layout and print-view options for PDF versions. Another is sharing with social networks. Some have sharing some don't but none offer options with such a variety of choices and ease to connect. And also, the PKB Talent Search. This is aimed at the talent scout, the manager, the concert promoter any entertainment professionals seeking talent.

Mood Board

Press Kit Builder



Press Kit Builder *open sans x-bold
Press Kit Builder *open sans reg

Press Kit Builder *collaborate bold
Press Kit Builder *collaborate light

Press Kit Builder *alte haas hrotesk bold
Press Kit Builder *alte haas hrotesk reg

Press Kit Builder *journal

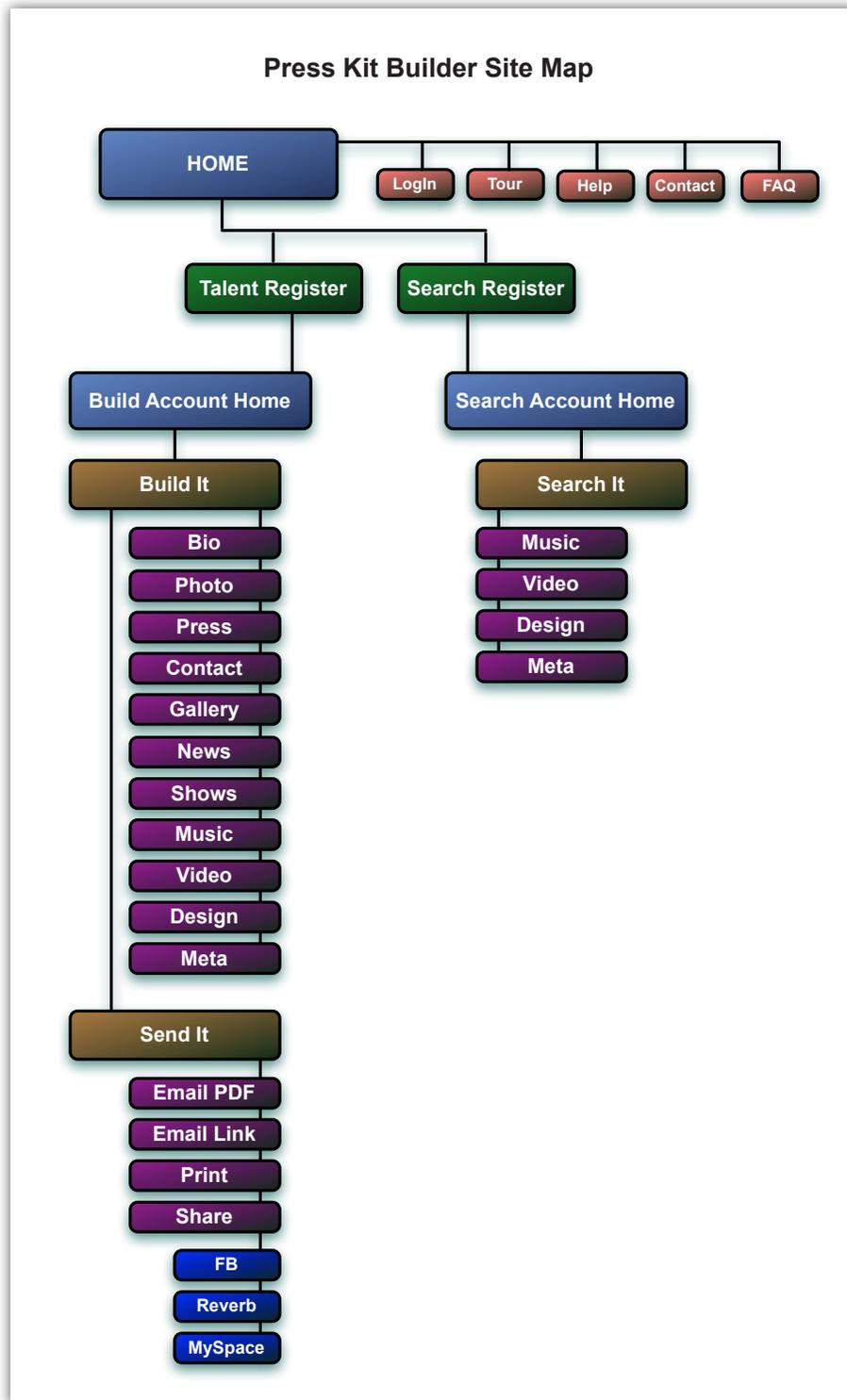
Press Kit Builder *noteworthy

Professional Blues

Professional Blues w/ Accent

In this initial mood board, the concept is meant to be cool, clean, have no association to one genre, plus strong in color. The only option not used in the comps from the mood board were either of the color palettes.

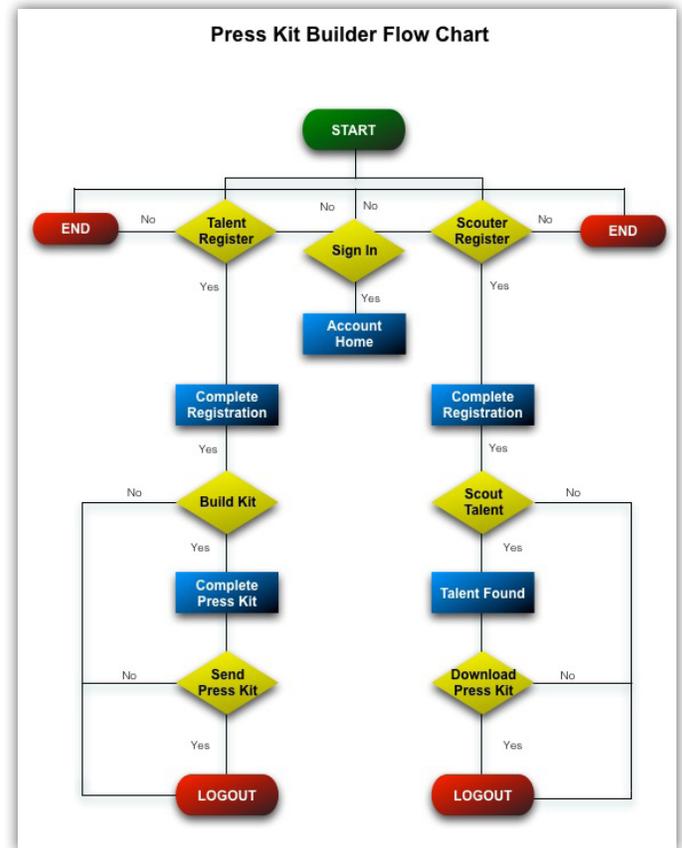
Sitemap



The site map does include all pages that would be built for the site.

Flow Chart

The flow chart demonstrates the registration process for **PKB**. Both registering for the talent group or the ssearch group will be handled the same.



Wireframes

Visit the [Interactive Wireframes](#).



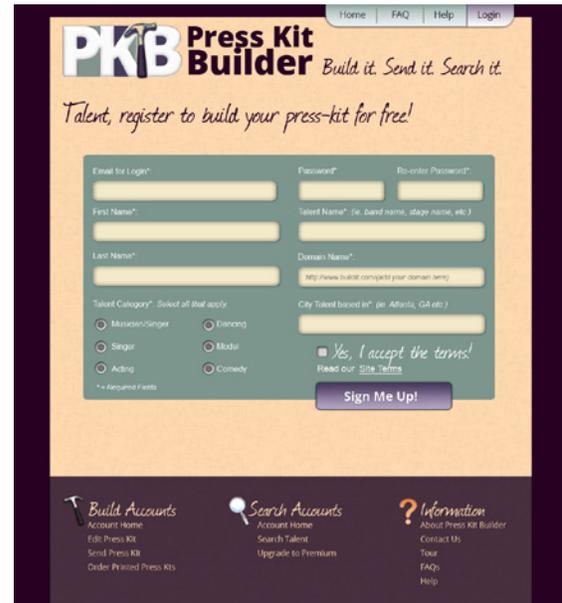
Web App Comps

The comps incorporate all elements shown on the mood board with only the color palette being redesigned during the comp process.

View [Web Comps](#).



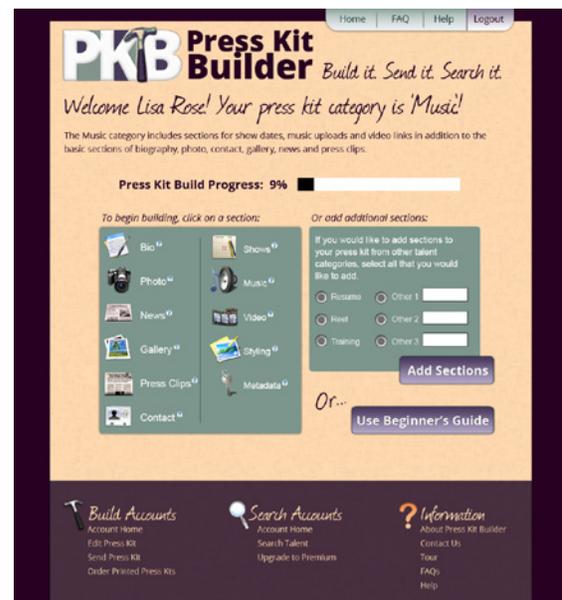
Home Page



Registration



Confirmation



New Registration



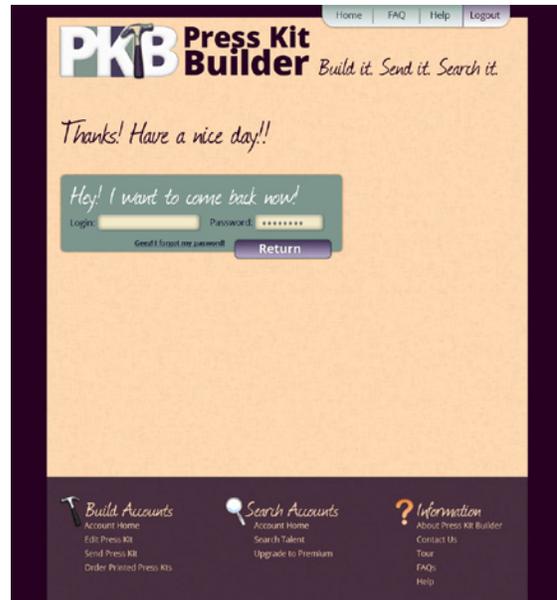
Biography Section



Main Photo Section



Returning Registrant



Logged Out

iPhone Comps

The iPhone version will not be a full version of the web application. Most people will not have the materials they need on their phone to build a press kit. Therefore, the confirmation email will lead the new registrant to finish on their home computer.

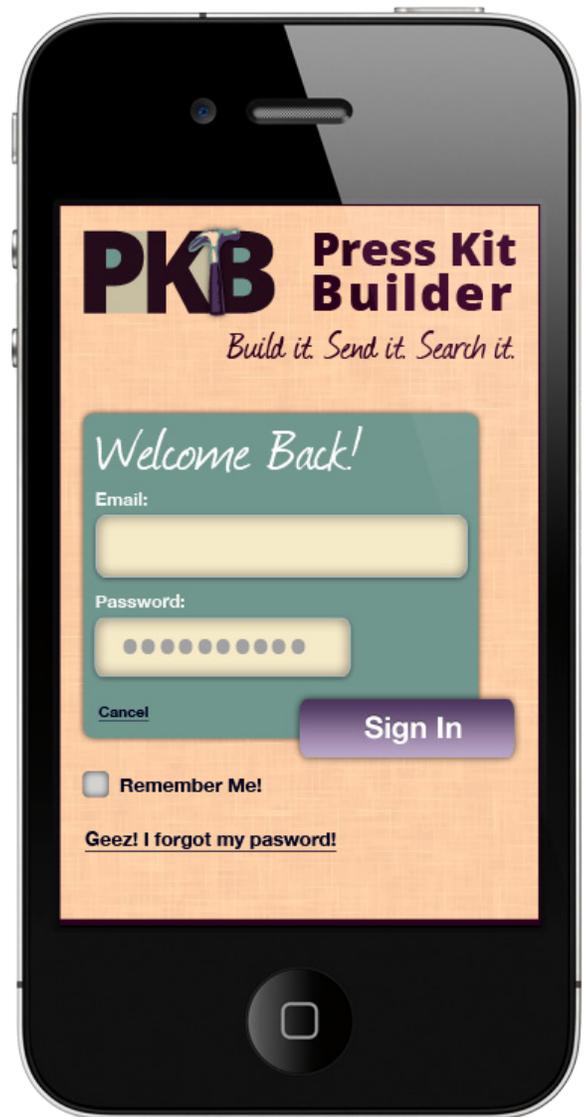
View [iPhone Comps](#).

Home Screen (left)

The home screen will be a quick 1-2-3 about **PKB** and only options to register or sign-in are available. The initial set up for **PKB** is not conducive to the iPhone format and only limited options will be available.

Sign-In Screen (right)

When this screen is first opened, the user can set the app to remember their login and never have to sign in again. Password recovery will be available using the login email address.

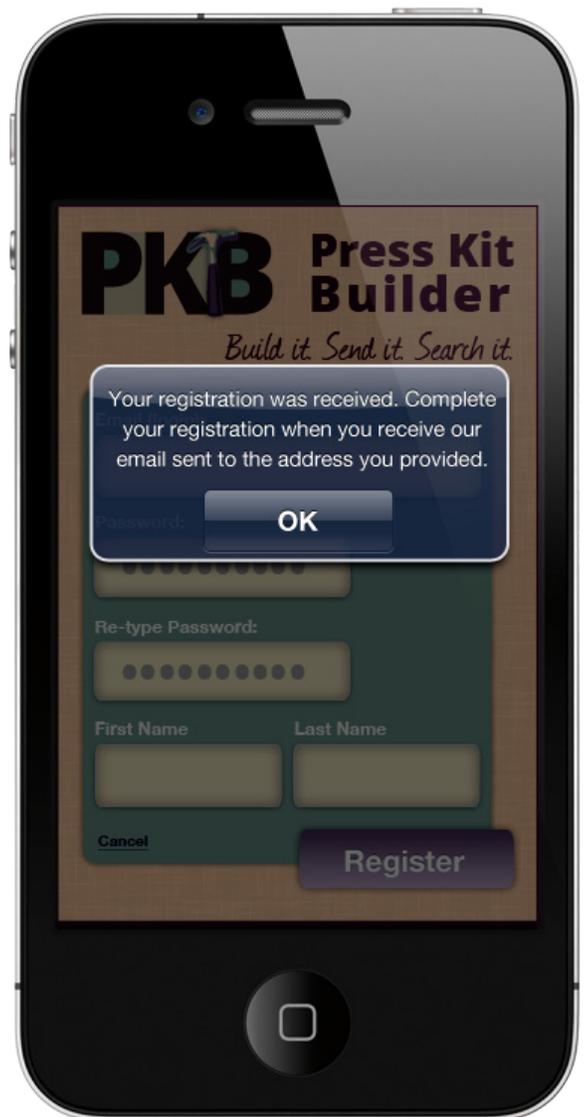
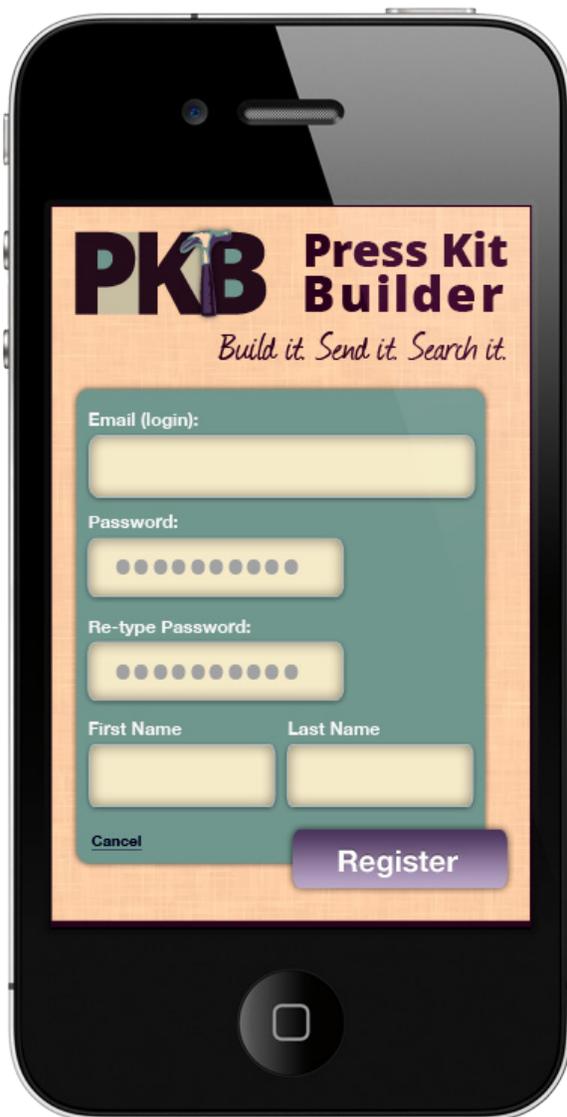


Register Screen (left)

Registration using the iPhone will be minimal. There are so many parts to fully setting up the account such as uploading music, uploading press and bio information, users will more than likely not have this kind of content on their phone. A confirmation email similliar to the one sent registering on the web app, will instrtruct the registrant on how to make full use fo the **PKB** registration and best utilize the iPhone app.

Confirmation Screen (right)

The confirmation screen acknolwedges receipt of the information submitted on the phone and advises that a confirmation email will be sent.

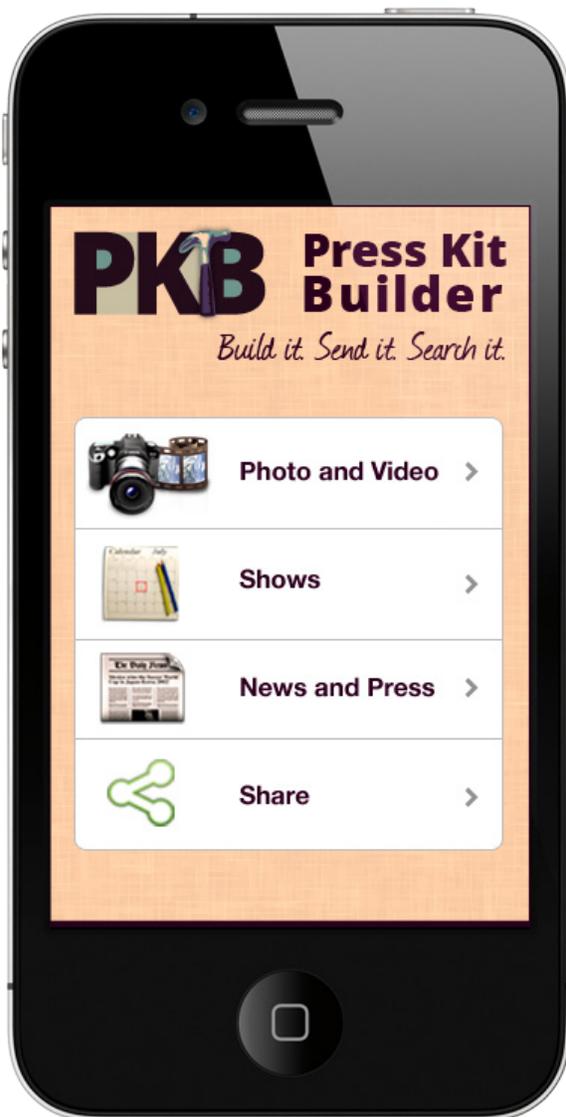


Registrant Home (left)

The sections open to easiest modification with an iPhone will be photos, video, shows, news and press. Because of the strong social trends on mobile devices, of courses being able to post these changes immediately will be a primary feature for the iPhone app.

Photo and Video Screen (right)

The use can either add images and video from this screen, open the camera and take a still image or shoot video directly into **PKB**.



Press and News (left)

Adding news and press is perfect for an iPhone. When touring with a show or a band, any new reviews or press releases can immediately be added to the app.

Share Screen (right)

Of course, after changing items the user will want to update their social networks and can do that here, too. There are three options here, to configure for that network and turn sharing on or off with that network.



iPad Comps

View [iPad Comps](#).

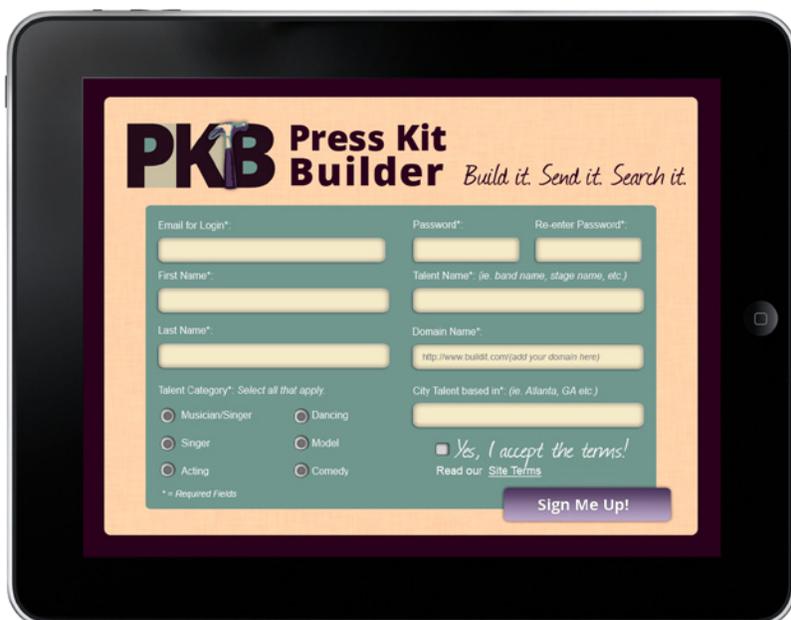
Home Screen with Sign-in

The iPad home screen can offer more information because there is more real estate, and can kill two birds with one stone. Here, I put the returning user sign in right on the home page. This person should not have to slide, swipe or tap anything to get to the login. Like the iPhone, a 'remember me' option is there so that they will automatically be signed in when they open the app.



Registration Screen

Again, because of real estate, the entire registration form as it appears on the web app is used here. A confirmation email will sent, like the iPhone, and a recommendation to complete the process from where they can easily access their music, bio and videos files.



Returning Registrant Screen

The returning registrant screen will take advantage of the split view option for the iPad. On the left, the navigation to each section with the display of that section to the right. On this screen, a preview thumbnail of the press kit home page will be seen. The user will click to the left to change the desired content.

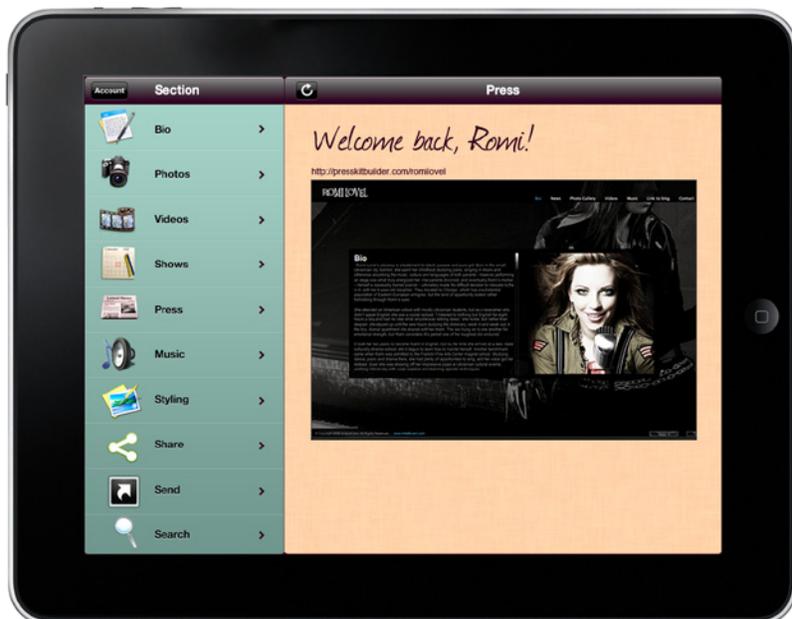


Photo Screen

Again, similar to the iPhone version, the user can either take a picture or choose one from their Photo Albums. Photo and video are on separate pages because there is room for the user to see a list of their images and videos with thumbnails.



Press and News Screen

On the iPad, all press content will be available in one section. They see a list of all press items with edit and delete options for each. The user can either manually enter a press release or scan it using the built-in camera.



Mobile Icons



E-Marketing

View [E-marketing Comps.](#)

Banner Ad

Dimensions 200 x 250.

A simple, 1-2-3 description with call to action to 'Start Now'.

PKB Press Kit Builder
Build it. Send it. Search it.

- Build your press kit.
- Send, share or print.
- Search any talent.

[Start Now!](#)
www.presskitbuilder.com

HTML Email

Dimensions 666 x 578.

PKB will send out monthly emails notifying recipients about industry news, feature updates and the like. Also, each month we will feature a group of exceptionally designed press kits or of those who have achieved a milestone in their career as a result of PKB. In addition, we will show what new industry scouts have joined PKB in the previous month.

PKB Press Kit Builder [View Site](#)
Build it. Send it. Search it.

Press Kit Printing Sale!

- 50% off
- Full color printing
- No premium fees
- Unlimited quantity
- Packaging available

[Order Now!](#)

Featured Press Kits

 REM Band	 One Eyed Jacks Band	 John Candy Actor, Comedian
 Porter Blue Bands	 Second City Improv Troup	 James Hall Singer

The fine print.....

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