

# **Top Player Analysis for Hollywood Casting Agency Budapest**

Now this will be a bit of a tricky one. Since casting agencies are usually known for having huge talents and providing actors for movies or to various entertainment sectors. My client is not exactly like this.

Imagine the big casting agencies as if they were a part of a hamburger. They would be the meat. The most important part.

Now my agency is kind of like the salad and the sauce. It needs to be there, because otherwise the hamburger wouldn't be good, but they are not exactly what makes the hamburger so great.

In short, they provide the people you see in the background of the movies. Or they provide people for 10 second ads in TV advertising for medication supplements. Not huge talents, just normal everyday people who have something unique about them (or not) and who are willing to be in ads like these.

## **Analyze The Top Market Player Playground Agency**

**(+ BMA Artists London and many other top  
players in other countries and continents)  
(PA is the first one who showed up on Google  
by searching "Casting Agency Budapest")**

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# 1. Perform full research on their target market and avatar.

**Film and Television Productions:** They provide casting services for feature films, TV series, and other cinematic productions. This includes both local Hungarian productions and international projects that film in Central Europe.

**Advertising Campaigns:** The agency casts talents for commercials and advertising campaigns. They have worked with numerous high-profile brands for various media formats.

**Fashion Shows and Photo Shoots:** Playground Casting supplies models and talents for fashion shows and editorial photo shoots, catering to the fashion industry's needs.

**Corporate Videos and Events:** They provide casting services for corporate videos and live events, helping businesses to find the right faces to represent their brands.

## How do they acquire their clients/ Who is the avatar??

**Strong Industry Connections:** Playground Casting leverages its extensive network and relationships within the entertainment industry to attract high-profile clients. Their long-standing presence and reputation in the market make them a trusted partner for large productions.

**Quality of Service:** The agency's commitment to delivering high-quality casting services ensures repeat business from satisfied clients. They provide a thorough and professional casting process, which is crucial for clients like HBO who require reliable and top-tier work.

**Diverse Talent Pool:** Playground Casting maintains a diverse and extensive database of actors, models, and other talents. This allows them to meet the specific

needs of various clients, including those with niche or high-profile requirements like HBO.

**Successful Track Record:** Their portfolio includes numerous successful projects, which serves as a powerful marketing tool. High-profile projects and collaborations with big names in the industry build credibility and attract new clients.

**Digital Presence and Marketing:** The agency uses its website and online platforms to showcase its work and attract new business. By highlighting their past projects, client testimonials, and the range of services offered, they appeal to potential clients looking for reputable casting services.

**Participation in Industry Events:** Engaging in industry events, film festivals, and networking opportunities helps Playground Casting to connect with potential clients and stay updated with industry trends and demands.

Playground Casting's strategic approach to maintaining strong industry relationships, providing quality service, and effectively marketing their successes enables them to attract and retain high-profile clients such as HBO.

## 2. What are the reasons their customers decide to buy?

### 1. Reputation and Track Record

On the website they showcase **3** very important things.

- A. "Our Works" - this leads directly to a page where they showcase their latest productions and advertising films. These are all YouTube videos. Only the name of the campaign and the type of the video is written under it. - This one is quite odd, because the latest videos they posted on here are all 7 years old... I'm a bit confused on this one.
- B. "Faces" - If you click on it, the whole page is basically flooded with faces of people. I'm not sure this is the right approach, but since they are the top players, they probably have a reason they do it this way. They show all kinds of places right from the getgo. I think this makes the visitor's mind go like *"Hey, these guys have all kinds of people on their palette, they will definitely have people for my production as well"*

- C. “News” and “Clients” - So the news page is just a tiny bit more complex than the “Our Works” one. They provide information about **customer, agency, producer, director, producer, cinematographer**. Now what I think does this is it allows potential customers who have had productions before see that this production was done by this director. They too had a production with that director in the past and he might get driven over the edge with that because he is already familiar with one of the names **Playground Casting** has worked together with and this boosts their trust and belief in the idea by a lot.

They also have a page featuring their clients logos. It's a long ass page with logos of huge companies. I think that boosts trust and credibility by a lot as well.

**Successful Projects:** Playground Casting has a history of successfully completing numerous projects, which serves as a strong testament to their capabilities. Their portfolio includes collaborations with high-profile clients and participation in major productions, which builds trust and credibility.

**Client Testimonials:** Positive feedback and testimonials from satisfied clients contribute significantly to their reputation. High-profile endorsements, such as those from HBO, further enhance their standing in the industry.

## 2. Quality of Service

**Professionalism:** The agency is known for its professional approach to casting, ensuring a thorough and efficient process. This reliability is crucial for clients who need assurance that their casting requirements will be met competently.

**Diverse Talent Pool:** Playground Casting maintains a **broad** and **diverse** database of “talents”, enabling them to meet the **specific** needs of various projects, whether they are films, commercials, fashion shows, or corporate videos.

**Attention to Detail:** Their meticulous approach to casting ensures that clients receive tailored solutions that match their project requirements, enhancing the overall quality of the production.

## 3. Strategic Location and Network

**Central European Hub:** Being based in Budapest, Playground Casting is strategically located in a region that is increasingly popular for international film and television productions due to its diverse landscapes and cost-effective production capabilities. Basically in Hungary you can make Hollywood production films for like ⅓ the price.

**Industry Connections:** Their extensive network within the entertainment industry allows them to connect clients with the right talent quickly and efficiently. Long-standing relationships with producers, directors, and other industry professionals also play a significant role in their success.

#### 4. Adaptability and Range of Services

**Comprehensive Services:** The agency offers a wide range of casting services, from principal roles to extras and background artists, covering all aspects of a production's casting needs.

**Flexibility:** They are capable of handling projects of varying scales, from small independent films to large international productions. This adaptability makes them a go-to agency for clients with diverse casting needs.

#### 5. Marketing and Visibility

**Digital Presence:** Playground Casting effectively uses its website to showcase its work and attract new business. By highlighting successful projects and providing detailed information about their services, they appeal to potential clients looking for reliable casting solutions.

On their Facebook (only social media they have) they are always just posting about *"Looking for xyz ethnicity, 25-35 years old, who speak english"*

**Industry Events:** Participation in film festivals, industry events, and networking opportunities helps them stay visible and relevant, attracting new clients and projects.

#### 6. Customer-Centric Approach

**Personalized Solutions:** Their ability to provide personalized casting solutions that cater specifically to the needs of their clients is a major selling point. This customer-centric approach ensures that clients feel valued and understood, leading to repeat business and long-term relationships.

**Transparent Communication:** Clear and transparent communication throughout the casting process helps in managing client expectations and building trust.

### 3. How are they getting attention?

**Major Productions:** By working on high-profile films, TV series, and advertising campaigns, casting agencies gain **visibility** and **credibility**. For instance, agencies like **Spotlight** and **Mark Summers Casting** have been involved in major projects such as "Game of Thrones," "Peaky Blinders," and campaigns for brands like Coca-Cola and Nike ([London Business Blog](#)). - THIS IS GREAT BECAUSE MY CLIENT ALSO HAS WORKED FOR MCDONALDS, COCA-COLA, GUCCI and brands like these. I think we really need to capitalize on these.

**Celebrity Clients:** Representing well-known actors and talents helps agencies attract attention. Agencies like CAA and UTA represent top-tier talent, which in turn brings in more high-profile projects. - This is not really a thing for us to consider, since we are not running in the big actors league, but in the small artists league.

### 2. Strategic Partnerships and Collaborations

- **Industry Relationships:** Building strong relationships with production companies, directors, and studios is crucial. These connections ensure that the agencies are considered for significant projects. For example, agencies like Curtis Brown Group have long-standing partnerships with major studios and theaters ([London Business Blog](#)). - **NOW**. This is probably where things went south for my agency. Because for the past years they were flooded with work. Now big productions are not contacting them for their people.

This could be because our artists we provided were not exactly like they wanted. Could be because they were misbehaving. Could be because the people we sent didn't exactly look like they did in the pictures.

Could be because the new agencies provided more cost-effective prices.

**Reputation Decline:** Any negative experiences or feedback from clients could impact the agency's reputation. Issues such as unprofessional conduct, failure to meet deadlines, or casting errors can deter future clients.

**Relationship Management:** Inconsistent client relationship management could result in losing long-term clients. Regular communication, follow-ups, and maintaining a positive relationship with past clients are crucial for repeat business and as far as I know they did CRM REALLY BAD. They sent them like one email every couple months with a \*SCREENSHOT OF THEIR LATEST BLOG FROM MOBILE VIEW THAT WAS CLICKABLE. THEY DID NOT WRITE ANYTHING ELSE ON IT."

The film production and how the creation of the film goes has nothing really to do with my clients services. We only provide artists and extras, we don't handle the filmmaking process.

- **International Networks:** Agencies like Spotlight have offices and networks in multiple countries, allowing them to tap into international markets and attract global projects.

### 3. Marketing and Public Relations

- **Digital Presence:** Maintaining a strong online presence through professional websites and social media is essential. Agencies showcase their portfolio, client list, and success stories, which helps attract new clients. Spotlight's comprehensive platform and user-friendly interface are prime examples of effective digital marketing ([Playground Casting](#)).
- **Media Coverage:** Agencies often get featured in industry publications and media, highlighting their successes and upcoming projects. Press releases, interviews, and articles about their work in major films and TV series keep them in the public eye.

### 4. Talent Showcases and Events

- **Workshops and Auditions:** Hosting workshops, open casting calls, and audition events helps agencies discover new talent and keep their roster fresh. It also provides opportunities for networking and brand building.

- **Film Festivals and Industry Events:** Participating in and sponsoring film festivals, award shows, and other industry events increases visibility. For instance, casting directors from these agencies often serve as judges or panelists at such events.

## 5. Quality and Reliability

- **Reputation for Excellence:** Consistently delivering high-quality casting services builds a strong reputation. Agencies that are known for their thorough vetting process and professional approach are more likely to attract repeat business.
- **Client Testimonials and Referrals:** Positive feedback from satisfied clients and successful project outcomes lead to word-of-mouth referrals, which are invaluable for gaining new business.

## 6. Innovative Technology

- **Advanced Casting Tools:** Utilizing the latest technology for casting, such as digital platforms for talent searches and audition management, makes the process more efficient and attractive for clients. Spotlight, for example, uses an advanced database that allows casting directors to find the perfect talent quickly and efficiently ([Playground Casting](#)).

## Examples of Top Agencies and Their Strategies

- **Spotlight:** Known for its comprehensive database and integration into the European entertainment industry, Spotlight leverages its long-standing reputation and extensive network to attract major clients and projects.
- **Mark Summers Casting Directors:** This agency's focus on discovering fresh talent and maintaining a strong presence in high-profile productions helps them stay relevant and sought-after ([London Business Blog](#)).



## 4. How are they monetizing their attention?

So basically the question is how are they turning this attention into money. Now if they have attention, that means they already made money, because they have something to showcase that gets attention, or they have the industry's attention since they worked with some of the bigger production agencies. The way they turn this into money is

**Successful project with a client -> Movie/Ad/Campaign/Show gets published -> The agency starts showing off that they have worked in this film/..../... and it is so amazing because of the people they provided for that production -> Showcasing on the website and social media -> Other production agencies seeing this -> They click/go to the website -> They click the "Our Faces" page and choose the people they want in their next Movie/Ad/Campaign/Show -> They order these people -> Casting Agency gets paid after job is done**

**There is a variable in this equation which is if they are not a new customer OR they are doing a HUGE production (meaning they will need hundreds of people for background artists) this way the funnel goes like**

**Successful project with a client where everything went smoothly —> CRM is done well (weekly/monthly emails, news, deals - continuous communication "always being there", follow ups, positive relationship —> Client wants a new production done —> It's evident (s)he contacts us about the job —> Production gets done fantastic —> loophole starts again.**

### 1. Talent Fees and Commissions

- **Booking Commissions:** Agencies typically take a percentage of the fees paid to the talent for each booking. This can range from 10% to 20% of the talent's earnings from jobs such as acting roles, modeling gigs, or commercial appearances.
- **Service Fees:** Agencies may charge clients service fees for their casting services, including organizing auditions, creating casting calls, and managing the selection process.

## 2. Project-Based Contracts

- **Film and TV Production Fees:** Casting agencies charge fees for their services on film and TV productions. This can include casting principal actors, supporting roles, and extras. The fees are usually project-based and can be substantial depending on the scale of the production.
- **Commercial Casting:** Agencies earn significant fees from casting talent for commercials. High-profile brands often pay premium rates for the right talent, which translates into substantial commissions for the agencies.

## 3. Talent Management

- **Representation Fees:** Agencies that also act as talent managers take a commission on all earnings their clients make. This includes earnings from films, TV shows, commercials, endorsements, and other projects.
- **Development Programs:** Offering acting classes, workshops, and other development programs for aspiring actors and models. These programs often have tuition fees, adding an additional revenue stream.

## 4. Digital and Online Services

- **Subscription Services:** Some agencies offer online platforms where talents can create profiles, submit to castings, and be discovered by casting directors. They charge subscription or membership fees for these services.
- **Virtual Casting Services:** With the rise of digital casting, agencies charge for virtual auditions and online casting services. This is especially relevant in the current digital and remote working environment.

## 5. Consulting and Production Services

- **Consulting Fees:** Agencies provide consulting services to production companies, helping them with casting strategies, talent selection, and market trends. These consulting services can be billed at high hourly or project-based rates.
- **Production Support:** (my client does this one very well) Offering additional support services such as location scouting, production management, and logistics. These services are often provided at a premium, especially for international projects.

## 6. Event and Marketing Partnerships

- **Sponsorships:** Partnering with brands for events, product launches, and marketing campaigns. Agencies can charge sponsorship fees for providing talent and organizing these events.
- **Brand Collaborations:** Collaborating with brands for co-branded marketing campaigns. This involves sharing revenue generated from these campaigns.

## 7. Licensing and Content Creation

- **Content Licensing:** Creating original content such as web series, short films, or branded content and licensing it to platforms or networks.
- **Co-Productions:** Engaging in co-productions with film studios and TV networks, sharing in the profits generated from these projects.

## Examples of Monetization Strategies by Leading Agencies

5. **United Talent Agency (UTA):** UTA earns from booking commissions, project-based contracts, talent management fees, and consulting services. They also offer digital services through their proprietary platforms for virtual auditions and casting calls ([Assemble Magazine](#)).
6. **Creative Artists Agency (CAA):** CAA generates income through commissions, high-profile project fees, talent management, and digital services. They also monetize through strategic partnerships and co-productions with major studios ([Assemble Magazine](#)).
7. **IMG Models:** IMG Models monetizes through model representation fees, booking commissions, and project-based contracts for fashion shows, editorials, and advertising campaigns. They also leverage their digital platforms for additional revenue ([IMG Models](#)).
8. **Spotlight:** Spotlight charges subscription fees for its casting platform, providing a comprehensive database of talent for casting directors. They also offer virtual casting services and industry-specific consulting ([Playground Casting](#)).

## 9. What is this brand doing better than anyone else?

The core heart of the matter in the end is the artists. How big and colorful one agency's database is. How many people they have in this exact category.

## 1. Extensive and High-Quality Talent Databases

- **Spotlight:** Spotlight maintains one of the most comprehensive and high-quality databases of actors, performers, and other talents. They ensure their database is **regularly updated** and **meticulously curated**, which makes it a go-to resource for casting directors looking for specific talent quickly

## 2. Strong Industry Relationships

- **Creative Artists Agency (CAA):** CAA leverages its extensive network and strong relationships with major studios, directors, and producers. Their ability to connect the right talent with the right projects is unparalleled, largely due to these well-maintained industry connections ([Assemble Magazine](#)).

## 3. Innovative Use of Technology

- **Spotlight:** They use advanced digital platforms to facilitate **virtual auditions**, **online submissions**, and **detailed talent profiles**, (all these to make UX as good as it can be) making the casting process more efficient and accessible. This technology integration is particularly crucial in today's digital age.

## 4. Comprehensive Services

- **Curtis Brown Group:** Curtis Brown offers a wide range of services beyond just casting, including **literary** and **talent management**, making them a *one-stop-shop* for many clients. Their comprehensive approach ensures that they can meet various needs, from scriptwriting to talent representation ([London Business Blog](#)). - kind of applicable to my situation, but not exactly.

## 5. Talent Development and Management

- **United Talent Agency (UTA):** UTA excels in talent development and management, offering resources and support to help their clients grow their careers. This includes training programs, mentorship, and strategic career advice ([Assemble Magazine](#)).

- **Smyth Casting:** They focus on nurturing new talent and providing ongoing support and development opportunities, which helps in building long-term relationships with their clients and ensuring a steady stream of high-quality talent ([Smyth Casting](#)).

## 6. Reputation and Credibility

- **IMG Models:** IMG has built a strong reputation over decades, known for representing the world's top models. This credibility attracts top-tier clients and ensures they remain a preferred choice for fashion and advertising projects ([IMG Models](#)).
- **Casting Collective:** Their involvement in high-profile projects like the Harry Potter films and their consistent delivery of quality talent have established them as a credible and reliable agency in the industry.

## 10. What mistakes (if any) are they making?

So Playground Casting is actually doing quite a few things wrong. Starting with their SEO being 45/100, but somehow they still show up first with a Google Search. Their website is half ass. Pictures are not loading in, LinkedIn button leads to LinkedIn home page, subscribe to our newsletter gives a 404 error message, yet they still show up first with no sponsored Google Advertising.

### Over-Reliance on Technology

- **Risk:** While technology can streamline processes, over-reliance on digital tools can sometimes lead to impersonal interactions and a lack of human touch in casting decisions. Agencies might miss out on **unique talent who may not have strong digital profiles** but excel in **live auditions or personal meetings**.

### 2. Diversity and Inclusion Issues

- **Risk:** Despite efforts to promote diversity, some agencies still struggle with fully integrating diverse talent across all roles and productions.

- **Example:** Agencies might face backlash if they are perceived as not doing enough to promote diversity or if they are involved in high-profile projects criticized for lack of representation.

### 3. Client Relationship Management

- **Risk:** Failing to maintain strong, ongoing relationships with clients can lead to a loss of business. Agencies that do not prioritize communication and follow-ups may lose clients to competitors.
- **Example:** An agency might lose long-term clients due to perceived neglect or failure to meet evolving client needs and expectations.!!!!

### 4. Adapting to Industry Changes

- **Risk:** The entertainment industry is rapidly changing, with shifts toward digital content and new media platforms. Agencies that are slow to adapt may find themselves falling behind. TikTok marketing for brands for example.
- **Example:** Agencies focusing primarily on traditional media might miss out on opportunities in the growing sectors of streaming platforms, digital influencers, and online content creators.

5.

### 6. Brand Perception and Public Relations

- **Risk: Negative publicity (like our 3.3 Star rating on Google Reviews),** whether from a high-profile project gone wrong or internal issues becoming public, can harm an agency's reputation.
- **Example:** Incidents such as casting controversies, accusations of unfair practices, or publicized disputes with talent can lead to negative media coverage and damage the agency's credibility.

### 7. Financial Management

- **Risk:** Mismanagement of finances, such as overspending on certain projects or failing to manage budgets effectively, can lead to financial strain.
- **Example:** Agencies that do not maintain a balanced financial strategy may struggle during economic downturns or periods of reduced industry activity.

## 9. Ethical Considerations

- **Risk:** Ethical issues, such as favoritism, conflicts of interest, or not adhering to industry standards, can harm an agency's reputation and client trust.
- **Example:** Agencies might face scrutiny or legal challenges if found to be engaging in unethical practices, such as unfairly promoting certain talents over others due to personal biases.

## Addressing These Mistakes

11. **Continuous Improvement:** Agencies need to constantly evaluate and improve their processes, technology, and client relationships to stay competitive.
12. **Emphasis on Diversity:** Proactively promoting and integrating diversity in all aspects of their operations.
13. **Client Engagement:** Maintaining strong communication and relationships with all clients, regardless of their size or profile.
14. **Adaptability:** Staying current with industry trends and being flexible enough to adapt to changes quickly.
15. **Ethical Practices:** Ensuring transparency, fairness, and adherence to ethical standards in all operations.

## 16. What can other brands in the market do to win?

So we need to have AMAZING CRM. We need to be following up every two weeks, new deals, news, blogs. I'll subscribe to the top players newsletters, but I kind of fear that they will only be sending emails for people who want to become artists or actors at their agency and not B2B emails.

We need a strong website with great SEO. This is one if not THE MOST crucial objective to have, since if a new production is about to take place the first thing is production agencies start looking for casting agencies in their network and after that on Google.