Category	Mumbrella Award for Innovation
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Name of organisation

theright.fit

Name of client / brand (if applicable)

Name of campaign (if applicable)

Name of other organisation/s to be credited (if applicable):

This award seeks to recognise initiatives that have wider potential lessons for the industry. It's the "I wish I'd thought of that" award. The scope of this category is deliberately wide. It could, for example, be a new marketing strategy, a media first, a new advertising execution, new ways of handling relationships with partners. This category is open to agencies, media owners and marketing teams. Tell the story in less than 500 words. The jury will be looking for the scale of the innovation, its potential wider impact on or lessons for the industry and the outcome.

Theright.fit is the first online tool simplifying the task of casting, booking and paying models and other talent using a smartphone, table or computer.

It was developed by Taryn Williams to reduce costs and improve the productivity of the talent industry using her extensive experience and knowledge of all aspects of the talent industry with support from clients and a range of talent.

Theright.fit embraces the latest technology to deliver a service that significantly benefits both talent and clients. It integrates the whole process, including payment into one online transaction. Advanced search features, profile screening, scheduling and reminders, ensure that both clients and talent feel secure when using theright.fit.

Theright.fit disrupts the status quo amongst talent agencies and their clients. Traditionally clients needed an agency to book talent for their campaigns. This increased costs and slowed the booking process down. Many clients cannot afford the additional cost and time involved in preparing briefs for work. Many jobs are simple and require a simple offer of, and acceptance of work.

Theright.fit hands control to the clients by allowing them access to a wide variety of talent, where they can be specific in their requests, set their budget and be guided by a talent rating system. Clients experience faster turnaround times with each transaction handled completely online from selection throught to payment.

Agencies can drastically limit the ability of talent to direct their own careers, actively promote themselves for work, or be part of the negotiation process. Theright.fit allows talent to create an online profile showcasing their talent in a stylish and reputable environment. It also gives them access to jobs that they wouldn't normally get. With theright.fit talent can control, where and when they work and how much they get paid.

Theright.fit covers a wide range of talent incuding models, actors, dancers, influencers, make-up artists, hair and beauty stylists, photographers, etc. in Australia. These are talent definitions that apply internationally. Theright.fit platform is there readily adaptable internationally to the talent industry. Theright.fit also caters to a wide range of clients and this allows the platform to adapt to any new market.

While there is a large range of talent represented on the platform there are others to consider. Theright.fit team continues to gauge demand for new talent types and introduce them, opening more opportunities for growth, clients and talent.

There us strong support from both talent and clients including very postive response from the major advertising agencies Havas Worldwide and WPP Group who actively support theright.fit in their organisations.

Since achieving full functionality in mid 2016 there has been great interest, positive comments and strong support from both talent and clients. Theright.fit has over 6,700 top quality hand picked models and other talent registered and there have been nearly 2,400 jobs booked through the platform. It is used by over 1,500 Australian and international clients. Growth has been approximately 20% per month.

As supporting material, you may supply up to five examples of the work. For images (jpegs), audio (audio files) or supporting documents (word doc or PDF), please drag and drop files into the box provided below (each individual file uploaded must be no larger than 5MB - max 5 files).

Download File:theright.fit Case Studies.pdf

For all videos of the work in question, please supply the link (YouTube or Vimeo link) in the below fields (one link per field - max 5 links).

http://www.youtube.com/watch?v=U68PXrgSUq0

Please upload an EPS file of your company logo (files must be no larger than 5MB).

[Download File:theright.fit Logo.jpg](#)

If i am successfully shortlisted, I agree to a face-to-face session with the Jury on May 23, 2018. Please ensure that this date goes into the appropriate calendar now, as inability to present will disadvantage the team.

Yes