



# SPEAK SOCIAL TURNS A GIRL'S MODELING DREAM INTO A REALITY

## BACKGROUND

Anya Brill from Georgetown Texas (not exactly a fashion-forward city), found our company through a friend. Though she had no connections in the fashion industry, and never had a photo shoot or paying gig, Anya dreamed of becoming a professional model. She sought our advice to help her on her journey, and we saw this as a challenge to test our ability around influencer marketing.

We started at ground zero with this project. She brought her stunning looks, her ethics on hard work, and a burning desire to succeed. We brought our knowledge of branding, and the ability to leverage Social Media. Since she had no budget for traditional media, we decided to do a pure online marketing play.

## SPEAK SOCIAL'S APPROACH

We knew the primary focus for Anya was to connect her with people in the fashion industry, so we began a campaign of defining and connecting her to influencers around the areas of photography, fashion, design and modeling. We staged a focused campaign by defining and beginning with influencers in-and-around Austin Texas, and completed the necessary research to speak from a position of knowledge before reaching out to the online fashion community.

We created a custom *Facebook* and *Twitter* page for her, and began to connect with fashion insiders using these two platforms to communicate. Today, Anya now has 1,300 followers on *Twitter* and over 850 followers on her *Facebook* page.

In the first two weeks, we took her *Klout* score from 0 to 50. *Klout* is a loose way to measure online influence and reach, which scores engagement on a scale between 0 and 100. The average internet user has a *Klout* score of 20: at the time of writing.

To build her professional portfolio, we contacted and set up a test shoot with *Tess Designs*, a local fashion house. Anya went on to become their primary campaign model, and now appears all over their website,

“ The people at Speak Social are fabulous. They have helped promote my career from the beginning and I am proud to work with them. Their personal attention and dedication are critical for success. I am grateful for their encouragement. ”

-Anya Brill

catalogue and promotional materials. This was her first actual modeling job, and the first shoot for *Tess Designs* was her first ever photo shoot.

*Austin Fashion Week* started August 2011, and through online connections Anya was able to get into the opening and closing shows of this premier Austin fashion event. In addition, she was asked to model for one of the *Austin Fashion Week's* mash-up teams "Bad to the Bone," and competed for a number of titles in the competition. Anya ended up as one of the final nominees for both "Best Female Model: Industry Choice" and "Best Female Model: People's Choice," which was quite an honor, this being her first public appearance.

After fashion week gave her additional exposure, we continued to build her portfolio by setting up three photo shoots for free. In this way, she was able to work with and meet new photographers, stylists and other industry professionals, all of whom did shoots with her for free, per our arrangements. Of those shoots, she received great portfolio shots, several videos which have been shared extensively, and additional exposure, as well as new industry relationships. The third shoot Anya and *Speak Social* planned included a private jet, male model, video photography team, two fashion stylists, two hairdressers, full make-up, a brand new *Mercedes-Benz*, and a \$30,000 wardrobe from *Neiman Marcus*. Special thanks to our collaborator Edith Henry, stylist & *Style Editor* for *Austin Lifestyle Magazine*.

## LIST OF ANYA'S WORK:

Neiman Marcus Model, San Antonio (runway)  
Neiman Marcus Model, Austin (runway)  
Bridal Expo, 2012  
Bridal Extravaganza, San Antonio 2012  
Bridal Extravaganza, Austin Tx 2012  
Marie Claire x LOFT Runway Show  
Studio Tour Runway Show, Langford Market  
Bridal Motif Runway Show, Austin  
Bridal Motif Runway Show, Dallas  
Dillard's Breast Cancer Runway Show  
Blackmail Runway Show  
TCE's 20 Year Anniversary Trash Make-Over Runway Show  
Austin Wedding Day 2012, 2 page spread for Alfred Angelo NY  
Campaign Model, Alfred Angelo  
Vastra Designs Shoot for Publication  
Shoot with Michael Shane Gordon  
Shoot with Peter Tung  
Shoot with Michael Shane Gordon and Donny Boaz  
Shoot with Grant Reid  
Shoot with Dave Vincy  
Shoot with Jody Zung  
Back-to-School Runway Show, BeBe  
Back-to-School Runway Show, Dillards

### Austin Fashion Week, 2011:

- Mash-Up Team Runway Model: Bad to the Bone
- Jewelry and Apparel Platform Model
- Jewelry Showcase Model
- Awards Ceremony Runway Model: Gail Chovan
- Multiple Designer Parties/Shows: CIARLA Bridal, 2 parties  
Milli Star

### Campaign Model, CIARLA Bridal

- Spring 2012 Preview Shoot
- KXAN News segment
- Designer Parties

### Campaign Model, Tess Designs

- Catalogue and Editorial shoot for the Spring 2011 Collection
- Editorial Shoot around Austin for the Spring 2011 Collection
- YNN Interview, Fashionably Yours
- Test Shoot
- Online catalogue

## RESULTS

Once we secured the connections, and fashion professionals discovered Anya's professionalism and ability, work started flowing.

Anya became the campaign model for *Ciarla Bridal*, and appeared in all of their materials, including a televised special on KXAN in Austin. She became a campaign model for *Vastra Designs* as well as *Alfred Angelo Bridal*, and continued to do numerous runway shows and print modeling (see included list of work).

We achieved our main goal of getting Anya signed as a professional model when she was recruited by *Butterfly Models*, her first agency, in September 2011. In October 2011, Anya signed with *The Campbell Agency*, one of the two biggest modeling agencies in Texas. In December 2011, Anya signed with a third agency, *Sue Webber*.

Anya has also appeared in five magazines including: *Tribeza*, *Austin Monthly*, *Wedding Day Magazine*, *LOLO Magazine*, as well as several other bridal magazines. She walked in *Contour*, the annual *University of Texas* fashion show for an audience of 5,000 people as well as a show for Betsey Johnson in San Antonio.

Anya continues to grow in her career. In February 2012, Anya attended *New York Fashion Week* as a professional model after being a girl with a dream for so long.

THE TOTAL TIME ON CAMPAIGN: 6 MONTHS

