

AGENCY

44

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Research Report

Presented to: LSK Modeling and Events
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EXECUTIVE SUMMARY

LSK Modeling and Events, owned and operated by LaKisa Terrell and La Shaun Jones, is a multifaceted company, headquartered in Syracuse, New York. The company has two main objectives: finding and booking talent, and event planning. Its most prominent problem is the absence of one cohesive brand, which is spurred on by a lack of resources and employees to focus on one service.

While doing research, Agency 44 focused on LSK Modeling and Events' two key publics: talent and business owners in the Syracuse, NY area. Our research methods included completing a social listening analysis, distributing surveys and conducting a focus group. These methods allowed Agency 44 to better understand its key publics' current knowledge of LSK Modeling and Events. We were also able to understand the level of satisfaction among the company's past and current clients and learn more about possible future clients.

Based on the data that we collected, Agency 44 recommends that LSK Modeling and Events increase its social media presence, emphasize event planning in marketing initiatives, and change the company's name.

PROBLEM AND OPPORTUNITY STATEMENT

LSK Modeling and Events was established in Syracuse in 2012. The organization provides event planning and talent booking services that match the specific needs of its client. With every client, the organization strives to achieve its mission of “making your visions and concepts come to life” (L. Terrell and L.S. Jones, personal communication, September 12, 2017). Since its establishment, the organization has struggled to develop a cohesive brand. Lack of available resources, including lack of employees, has made it difficult for the organization to focus on one main service. LSK Modeling and Events’ co-founders, Terrell and Jones, are currently the organization’s only employees. The two of them do all the work and frequently have to work multiple jobs to help produce revenue. Another problem is their large network of friends in the industry who constantly take advantage of their relationship and ask for discounts on services, making it difficult for LSK Modeling and Events to rely on one single service. A lack of focus on a main service makes it difficult for the organization to properly market its company and find new and professional clients. By conducting primary and secondary research, Agency 44 aims to provide strategies and recommendations that will help LSK Modeling and Events establish a cohesive brand.

SITUATION ANALYSIS

Analyzing the Situation

Background on the Issue

The founders and operators of LSK Modeling and Events, LaKisa Terrell and LaShaun (LS) Jones, started the company quickly with no concrete business plans. Although they began with no official marketing or business plan, they found quick success with the many connections they have in the Syracuse area. Their friends within the industry often ask for discounts on services, diminishing the professionalism of the company and its clients. The company has a hard time meeting its financial needs because of the unprofessionalism of these clients. LSK Modeling and Events offers an array of services such as talent placing, event planning, beauty makeovers through LSK Treatment, and television and film casting to meet its financial needs. The broad list of services the company provides makes it difficult for LSK Modeling and Events to effectively provide information to the public and market its services to target audiences. As a result of its unclear business services which leads to difficulty marketing, LSK Modeling and Events is facing the current problem of being unable to reach its target audiences, which include new and more professional Syracuse business owners looking for talent and event planning, as well as diverse talent to offer to clients (L. Terrell & L.S. Jones, personal communication, September 12, 2017).

Consequences of the Situation

A problem that LSK Modeling and Events needs to solve is finding new and more professional clients outside of its network of friends. Terrell and Jones are at risk of being taken advantage of, with many of their clients being among this network of friends. This situation will be a continuous issue if the company does not take the proper steps in organizing its services, image, and pricing to create one cohesive brand that they will be able to clearly advertise to new and professional clients. The owners, their personal finances, the company finances, as well as the talent that relies on the company for bookings will be negatively affected if the current problem is not fixed. LSK Modeling and Events mission is “making your visions and concepts come to life” (L. Terrell, L.S. Jones, personal communication, September 12, 2017). The company’s current situation makes its mission difficult to accomplish. The company’s present situation is an obstacle rather than an opportunity because it is difficult to reach new professional clientele who will pay for services and new clients without a cohesive brand. Not having a cohesive brand will lead to an unclear and unprofessional image of the business, which will not attract professional clientele.

Resolution of the Situation

LSK Modeling and Events' issue is that there is no cohesive brand because of the many services it provides. Another issue is a lack of capital and employees. Research of audience, clientele and public opinion (qualitative and quantitative research) could solve these issues. The ongoing situation can become an opportunity by giving the owners a reason to rebrand and restructure LSK Modeling and Events as a more professional and cohesive brand

Research Programs

Agency 44 will need to conduct primary research to understand the public's perception of LSK Modeling and Events. We need to discover what the public already knows about the company as well as how its brand is currently perceived. We can find out this information by holding focus groups and distributing online surveys.

Analyzing the Organization

Competition

LSK Modeling and Events has two major competitors in the Syracuse area, which are CNY Mode Model Management and AMS Modeling and Talent Agency. CNY Mode, however, is LSK Modeling and Events' biggest competitor. Founded by owner Stephanie Burghardt, CNY Mode operates directly out of Syracuse, from its office on South Warren Street in downtown Syracuse. CNY Mode's primary service aligns with that of most small-scale modeling agencies, which includes finding and booking local talent. CNY Mode also offers styling and makeup, full studio rentals, and professional photography, with all of these services being clearly listed on its website's "about" page. CNY Mode uses its Facebook page for events such as casting calls and highlights of any events it arranges for its clients. CNY Mode's website has individual profiles on all of its talent, which includes personal information and a portfolio. The website also has a client login portal. In addition to the news and events tabs on its website, CNY Mode has a magazine that it uses to highlight its most recent events involving its clients. All of the online reviews are positive, which are mostly found on Facebook. (Facebook, 2017)

LSK Modeling and Events' other major competitor is AMS Modeling and Talent Agency. Founded by Ann Marie Stonecypher in 1999, AMS Modeling operates out of four major locations in upstate New York: Syracuse, Albany, Rochester and Buffalo. Its office space is relatively small, located a little over 10 miles from Syracuse in Cicero, NY. The primary service AMS Modeling and Talent offers is bookings for models and actors and

arranging everything from prominent fashion shows to commercial gigs for clients. AMS Modeling also has major businesses such as Dick's Sporting Goods and Kodak, as clients. It uses its own local network of talent to locate the actors or models that these clients need. While maintaining a fairly active Facebook page, AMS Modeling's website is its most precious resource. In addition to basic contact information and privacy policy, the website contains individual profiles on all of its clients, which like CNY Mode's profile page, includes its personal information and portfolios. The website also has an online application portal, outlining the application procedures and criteria for taking on clients, in addition to pricing information. The company obtained Better Business Bureau Accreditation in February of 2016. (Better Business Bureau, 2016)

External Impediments

Syracuse does not give LSK Modeling and Events an ideal environment to draw interest to services it has to offer. According to the Post Standard (2016), 31% of Syracuse residents are living below the poverty line, which means they have less money to spend on services like the "LSK Treatment" and photo-shoots. This is also an indicator that large organizations looking for actors, models, and other types of talent are going to explore the major cities in the U.S., such as New York or Los Angeles, for talent as opposed to Syracuse. As Terrell and Jones mentioned in the client meeting, they believe that there is a lot of talent in Syracuse but no avenues for these "hidden gems" to show it (L. Terrell and L.S. Jones, personal communication, September 12, 2017), a fact that is unlikely to change as the city of Syracuse continues to struggle.

A lack of diversity in the industry is also an impediment that could hurt LSK Modeling and Events, with one of LSK Modeling and Events' main goals being to help out local minorities who want to enter the industry (L. Terrell and L.S. Jones, personal communication, September 12th, 2017). Diversity has always been an issue in the modeling and acting industries. A prominent example of that: just 17% of actors casted in Broadway shows are African American (Viagas, 2017).

Research Programs

Most of the research required for this section was obtained by exploring the websites of LSK Modeling & Events two primary competitors, in addition to its social media pages. Research involving other external impediments can be obtained through local news articles that give statistics on the economic state of Syracuse, while secondary research provides statistics on diversity in the casting of actors and models around the country. The one detail it would be helpful to obtain more research on is how successful LSK Modeling & Events' competitors really are, as the only current indicators are user reviews, which have a tendency to be skewed.

Analyzing the Publics

Customers

LSK Modeling & Events' customers are business owners in the Syracuse area. The company is looking for professional customers who are willing to pay for LSK Modeling and Events services.

Producers

The producers are LaKisa Terrell and La Shaun Jones, the business owners of LSK Modeling and Events. However, they are willing to hire a secretary to help with managing the business.

Enablers

The main enablers for LSK Modeling and Events are local Syracuse business owners. These are the people who use LSK Modeling and Events when they need talent and assistance with event planning. These business owners include fashion designers or directors who have used LSK Modeling and Events for talent, and restaurateurs who have allowed LSK Modeling and Events to use its space for functions. The local media in Syracuse have been an enabler for LSK Modeling and Events before, and can continue to do so in the future by covering its events. In the past three years, the most popular event coverage has been LSK Modeling and Events' fashion shows (Lin, 2016; Tulloch, 2015). LSK Modeling and Events does not have contracts with talent, so its talent is free to find work from a variety of companies.

Limiters

LSK Modeling and Events is limited by local Syracuse competitors. One organization is AMS Models and Talent Agency, a modeling agency in the Syracuse area that has been in business for 35 years (AMS Models, 2017). This organization has been operating longer than LSK Modeling and Events, and therefore has had more time to create relationships with clients. Another competitor is CNY Mode, which provides similar services to LSK Modeling and Events such as sourcing models and actors, photographers and stylists. A key public that LSK Modeling and Events would like to target is a celebrity clientele. The success of the services that the company has provided to its previous clientele can influence its future work with celebrities through testimonials and reviews. There are also well-known talent and clients who are leaders in the fashion, acting and directing community in the Syracuse area who have worked with LSK Modeling and Events. One example of this is a working relationship that LSK Modeling and Events has with Syracuse fashion designer Michael Jones, who has over

20 years of experience (L.S. Jones, 2016). These leaders have not spoken about LSK Modeling and Events in a negative way that would impact the public's perception and limit its further success. There are also currently no government officials or organizations that would limit LSK Modeling and Events, or influence its reputation.

Research Programs

A considerable amount of the material above is information that Terrell and Jones have spoken about during a client meeting with LSK Modeling and Events (L. Terrell & L.S. Jones, personal communication, September 12, 2017). Other information comes from its Facebook page and local Syracuse publications. Additional research is needed to ensure the continued growth of LSK Modeling and Events. While there are no negative reviews from its clients or industry leaders that could limit the company's further advancement in its industry, there is still room for improvement for LSK Modeling and Events. Further research, such as an interview or survey, should be done with the company's clients to be able to understand LSK Modeling and Events' successes and shortcomings as a service. By reviewing the company's strengths and weaknesses, its most successful services will stand out.

SWOT ANALYSIS

Strengths

- High quality of work – Terrell and Jones want their clients to have the best possible experience working with LSK Modeling and Events, and only hold events at quality venues, such as a gala that was held at the Marriott Syracuse Downtown (L.S. Jones, 2017).
- Give back to the community – Terrell and Jones emphasized that supporting organizations in the Syracuse area is important to them. For example, LSK Modeling and Events helped organize a fundraiser for a local soccer team, the Syracuse Silver Knights^[MC1] (L.S. Jones, 2017).
- Highly knowledgeable – Terrell and Jones have both attended and/or taught at modeling school (L. Terrell and L.S. Jones, personal communication, 2017). Because of this, they are able to understand both what it means to be talent, and how to find talent.
- Professional business partners – Terrell and Jones explained that they have been successful by working together as business partners. A reviewer of LSK Modeling and Events stated that they are, “a tag team duo, which is highly professional and creative” (Shauny, 2017).

Weaknesses

- No Cohesive Brand- LSK Modeling and Events provides many services which makes the company’s purpose unclear to the public. This makes it difficult for LSK Modeling and Events to effectively advertise its company, making the business seem unprofessional and creating an unclear image to the public.
- No Limited Liability Company (LLC)- LSK Modeling and Events does not have an LLC. This can be dangerous to the company because an LLC provides a company and the owners with asset protection, secures the future of the business, and provides tax benefits. An LLC makes the company seem more legitimate to customers and possible investors (Levine, 2010).
- No office space- The owners of LSK Modeling and Events do not have an official office where they meet with clients, talent, and accomplish work. They usually meet with clients at public places like Café Kubal in Syracuse (L. Terrell & L.S.

Jones, personal communication, September 12, 2017). This makes the company seem unprofessional and disorganized.

- Limited employees- Currently, LSK Modeling and Events has just two employees, the co-owners. This makes it difficult for the owners to expand the business and limits the number of projects the company can take on.

Opportunities

- Charity events- LSK Modeling and Events has held many events in collaboration with charity organizations in the past. LSK Modeling and Events can continue working with other charities such as Humanitarian Organization For Multicultural Experiences Inc. spreading LSK Modeling and Events' name and networking with other business owners.
- Local media- LSK Modeling and Events should use local media such as Family Times magazine and 107.9 FM, to market LSK Modeling and Events' services to the public.
- Client referrals- Due to a high customer return rate (L. Terrell & L.S. Jones, personal communication, September 12, 2017), LSK Modeling and Events has the opportunity for many word-of-mouth referrals from satisfied past customers.
- Involvement in local events - Syracuse holds many community events such as Auto Expo Charity event. LSK Modeling and Events should continue to use these events as a platform to share information about the company to the public.

Threats

- Competition- AMS Models & Talent is a competing company of LSK Modeling & Events.
- Competition- CNY Mode is a competing company of LSK Modeling and Events.
- Location- There is a lack of opportunity for models and actors in Syracuse so they may seek a talent agency elsewhere, such as a big city.

KEY PUBLICS

Business Owners in the Syracuse Area

John Vavalo, a 47-year-old Caucasian, is the current co-owner of J. Michael Shoes, a staple location for many stylish citizens of Syracuse and students of Syracuse University to shop. Vavalo lives in Syracuse with a close knit extended family and is an involved member of the community (LinkedIn, 2017). Vavalo spends a lot of his time looking for the latest styles in the industry. He commonly attends buyer shows or warehouse events to select new inventory for his store. Vavalo is open to hosting an event, which would require a venue and models, in order to showcase his inventory to students and Syracuse locals in order to promote his store. Vavalo has never hosted an event before and needs help planning, budgeting and executing this show.

Talent in the Syracuse Area

Brenna Eales is a 25-year-old African American model who currently lives within 50 miles of Syracuse. Eales has a background in fashion design. She is expecting to make \$13 per hour as a model in her early 20s (Indeed, 2017). She is diligent, flexible, and reliable. She lives a healthy life through eating well and exercising regularly. She enjoys reading books about fashion design and spending time with friends. She believes that Syracuse is the city that fits her needs. Her knowledge in fashion helps her to understand trends and makeup. She is active on different types of social media such as Facebook, Snapchat and Instagram (Perrin, 2015) and shares pictures of her modeling to build a positive image for future employers.

RESEARCH OBJECTIVES

1. Understand the key publics' perceptions of LSK Modeling and Events.
2. Discover what has led business owners to hire LSK Modeling and Events.
3. Evaluate the media habits of business owners and talent in Syracuse.

RESEARCH METHODOLOGY

Methodology

Agency 44 conducted qualitative and quantitative methodologies to gain more insight into our key publics. For our first and second research method, a social listening analysis and survey, we used primary quantitative research. Agency 44's third research method, a focus group, used primary qualitative research. These three research methods and methodologies will help Agency 44 understand the public's knowledge of, and sentiment regarding, LSK Modeling and Events. Additionally, Agency 44 will learn more about the public's attitude regarding event planning and talent services in the Syracuse area.

Research Method 1: Social Listening Analysis

Sampling Frame: Agency 44 analyzed all social media posts from January 1, 2017 to August 31, 2017 on Sysomos MAPs, that related to LSK Modeling and Events, its competitors, and talent and events in the Syracuse area.

Rationale: Through monitoring Sysomos MAPs while completing the Social Listening Analysis, Agency 44 was able to gage the frequency of posts and attitudes associated with our chosen keywords. Completing a social listening analysis was effective because it allowed for us to observe a large number of social media users, on various platforms, over a large span of time.

Execution:

- Recruiting Method: None
- Location: Online (Sysomos MAPs)
- Length: 6 hours (1 hour per group member)
- Incentive: None
- Number of Social Media Posts: 30

Data Analysis Method: Content analysis.

Research Method 2: Online and In-Person Surveys

Sampling Frames:

- 1) Agency 44's first survey's sampling frame included Syracuse, NY based talent that LSK Modeling and Events can add to the company's roster to present to clients as well as talent LSK Modeling and Events has worked with in the past.
- 2) Agency 44's second survey's sampling frame included possible future clients of LSK Modeling and Events who are business owners/managers based in the Syracuse area who can hire LSK Modeling and Events for event planning and talent booking. It also included past clients of LSK Modeling and Events.

Rationale for Sampling Frame 1: This method allowed Agency 44 to understand the type of talent available in the Syracuse area. We better understood the knowledge of LSK Modeling and Events within these talent communities and how LSK Modeling and Events reached them. We also were able to get feedback from talent LSK Modeling and Events has worked with in the past.

Execution for Sampling Frame 1: Talent

- Recruiting Method: Preferably in person, if not through email
- Location: Online or in person
- Length: 12 questions
- Incentive: None
- Number of Participants: 115 respondents

Data Analysis Method: Qualtrics data analysis.

Rationale for Sampling Frame 2: This method allowed Agency 44 to receive feedback and information directly from business owners in the Syracuse area. We were given insight into past clients experiences working with LSK Modeling and Events. Additionally, we were given a better idea of how many business owners/managers in the Syracuse, NY area know about LSK Modeling and Events and how they learned about LSK Modeling and Events.

Execution for Sampling Frame 2: Business Owners

- Recruiting Method: Preferably in person, if not through email
- Location: Online or in person
- Length: 12 Questions
- Incentive: None
- Number of Participants: 75 respondents

Data Analysis Method: Qualtrics data analysis.

Research Method 3: Focus Group

Sampling Frame: Agency 44's focus group consisted of business owners in the Syracuse area.

Rationale: Using the method of a focus group allowed Agency 44 to ask open-ended questions to one of our key publics, business owners in the Syracuse area. The answers provided us with insight of business owners that have held events and if they ever needed talent for their company. We gained insight into their knowledge and attitudes regarding LSK Modeling and Events, and heard opinions on what business owners think make a quality event. As a result we will better understand the steps Syracuse business owners take, or would take, when planning an event or searching for talent.

Execution:

- Recruiting Method: Direct contact, in person (if not via phone)
- Location: Cafe Kubal
- Length: 30 minutes per focus group
- Incentive: Pizza
- Number of Participants: 9

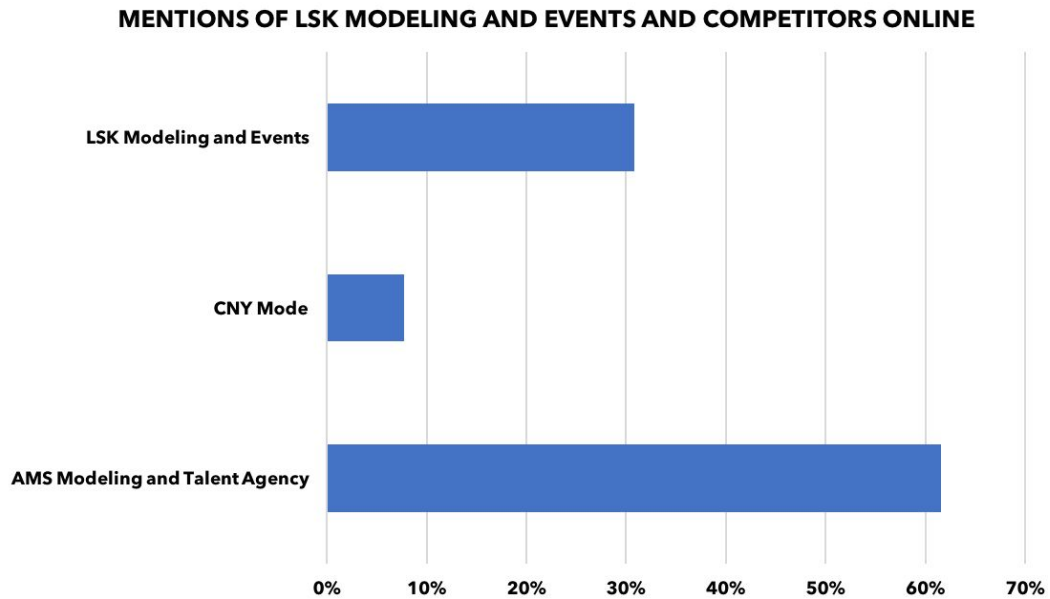
Data Analysis Method: Content analysis.

RESEARCH RESULTS AND ANALYSIS

Social Listening Analysis

Through conducting a Social Listening Analysis on Sysomos MAPS, Agency 44 gained a better understanding of the public’s social media use regarding LSK Modeling and Events. We analyzed social media posts from January 1, 2017 to August 31, 2017.

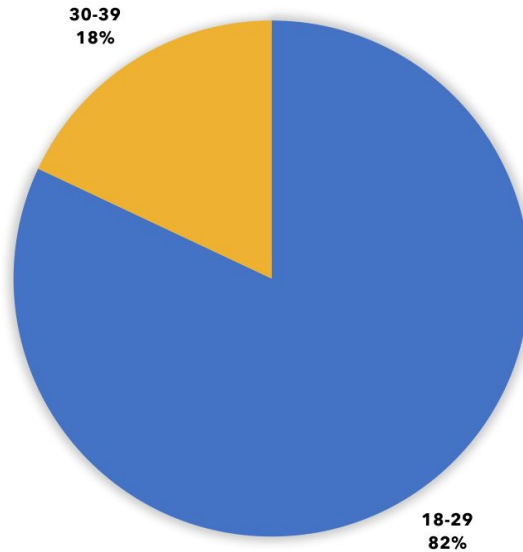
Summary 1



When analyzing our social listening analysis, Agency 44 discovered that LSK Modeling and Events and its competitors, CNY Mode and AMS Modeling and Talent Agency, were not mentioned online with the same frequency. After analyzing 13 social media posts, blog posts, and online news articles where these three companies were mentioned, Agency 44 found that AMS Modeling and Talent Agency was the most frequently mentioned company online in 62% of posts. LSK Modeling and Events was mentioned in 31% of posts, and CNY Mode was mentioned in only 8% of posts. While LSK Modeling and Events has an online presence, it is not nearly as prominent as one of its main competitors. In order to gain an competitive edge, it needs to increase its social media presence.

Summary 2

PERCENTAGE OF INSTAGRAM USERS BY AGE

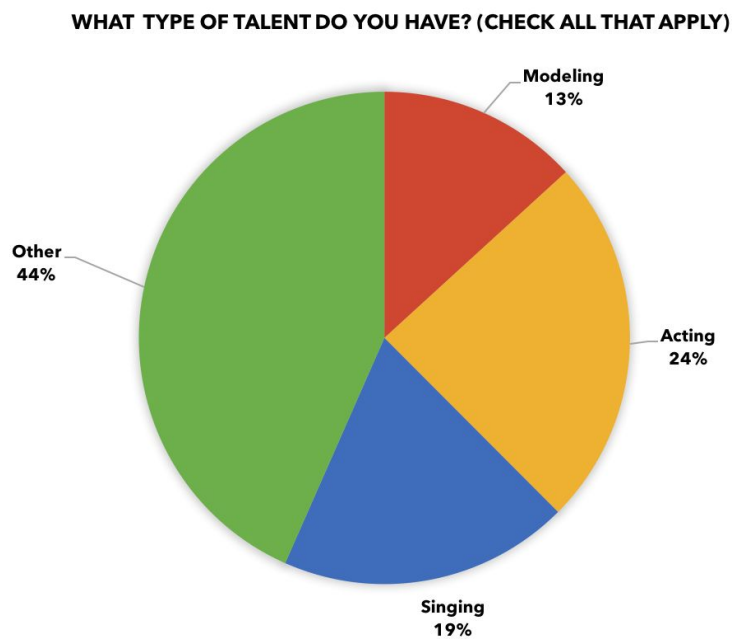


Agency 44 found that our keywords were frequently found in Instagram posts and found 11 Instagram posts through our social listening analysis. Of these Instagram posts we found that 82% were posted by users in the 18-29 age range, while 12% of the Instagram posts were posted by users in the 30-39 age range. None of the Instagram posts found were posted by users in any other age range. Therefore, LSK Modeling and Events should target the 18-29 age range when posting on Instagram.

Survey Results and Analysis

Agency 44 distributed two anonymous surveys to our key publics based in the Syracuse area. We received 115 responses from past and possible future talent, and 75 responses from business owners that LSK has worked with in the past as well as with businesses in the Syracuse area that LSK has not yet worked with. The goal of Agency 44's surveys was to assess past clients experiences working with LSK Modeling and Events, and to learn more about LSK Modeling and Events' key publics that it has not yet worked with.

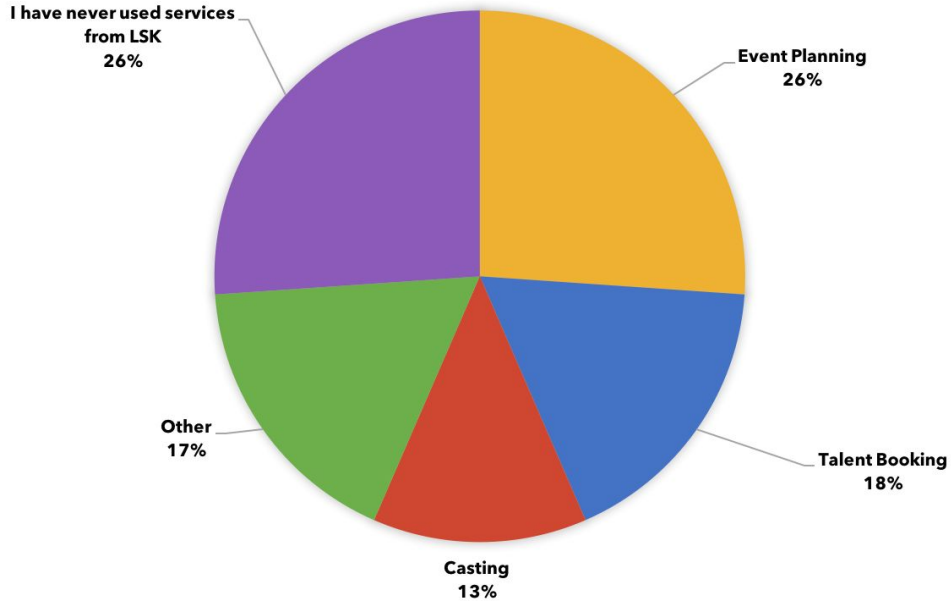
Summary 1



To gain an understanding into the kind of talent that was available in Syracuse, Agency 44 asked talent survey respondents to list various talents that they possessed. The most frequent response, at 24%, was acting, followed by singing, at 19%, and modeling, at 13%. Several other talents that were mentioned in our survey were dancing, photography, fashion design and art. Additionally, respondents had the option to manually write in another answer of their choosing. These were included in the "other" section of our chart at 44%. These survey results show Agency 44 that while modeling is a key part of LSK Modeling and Events identity, it was not the most frequently chosen answer for this question. To gain more diverse talent, LSK Modeling and Events should connect with people outside of the modeling industry.

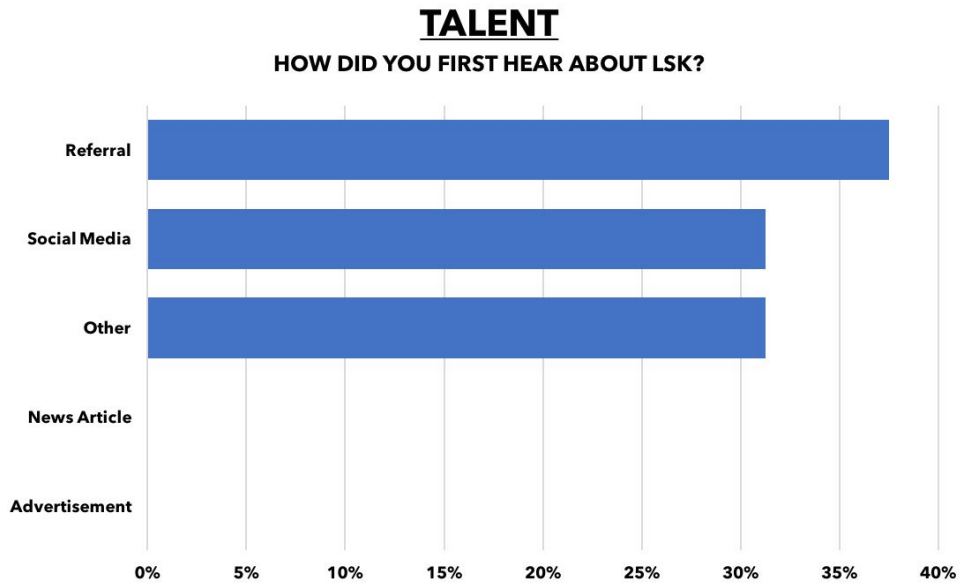
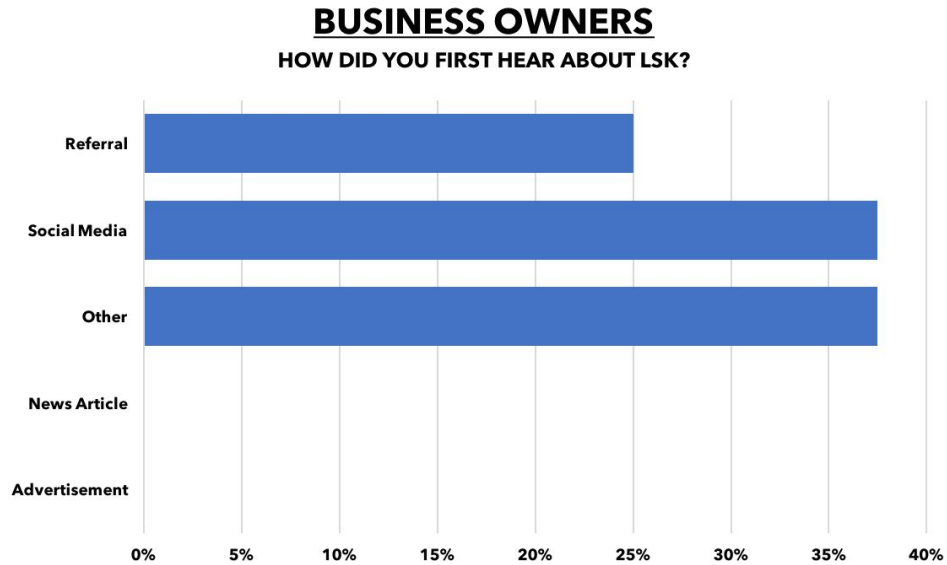
Summary 2

WHAT SERVICE(S), IF ANY, HAVE YOU USED FROM LSK? (CHECK ALL THAT APPLY)



Since LSK Modeling and Events offers many different services, Agency 44 wanted to gain insight into the company's most popular services. We did this by asking business owner respondents what services from LSK Modeling and Events they had used, if any at all. Survey results showed that the most popular service used was event planning, at 26%. Other services used by clients were talent booking, at 18%, and casting, at 13%. Services such as a photo shoot, as well as manually written answers were listed in the "other section", at 17%. No respondents had ever used the LSK Treatment. While 26% of survey respondents had heard of LSK Modeling and Events, they had never used services from the company. This information shows Agency 44 that LSK Modeling and Events should emphasize its event planning service in promotional tools, as it is a service that its clients value.

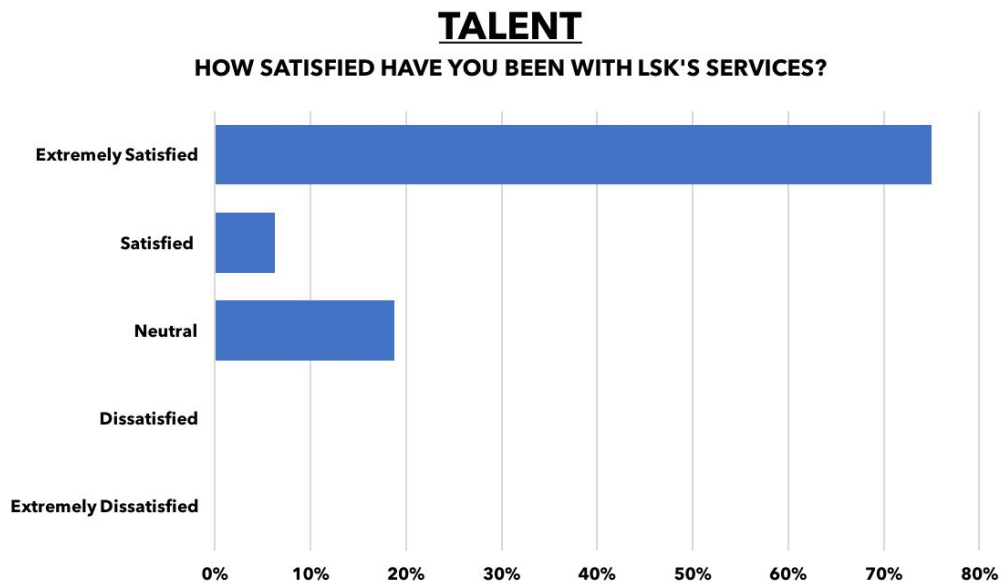
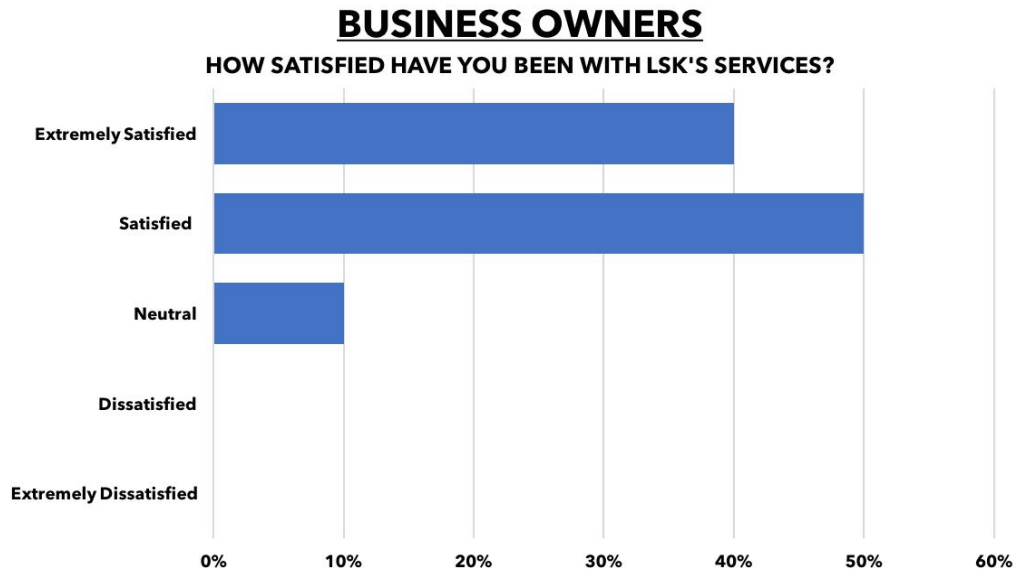
Summary 3



In order for Agency 44 to understand how to best reach LSK Modeling and Events' key publics, we asked both business owner and talent survey respondents how they first heard of LSK Modeling and Events. Through the data that we collected, Agency 44 learned that 25% of business owners, and 37.5% of talent had heard of LSK Modeling and Events through referral. Results also showed that 37.5% of business owners, and 31.25% of talent had heard of LSK Modeling and Events through social media. None of the respondents had heard of the company through news articles or advertisements. Terrell and Jones explained that most of their clients learn about LSK Modeling and

Events through referral, however Agency 44 discovered that social media was chosen frequently by respondents. Thus, LSK Modeling and Events should work on increasing its social media presence to reach its key publics.

Summary 4



Agency 44 used business owner and talent surveys to assess the quality of LSK Modeling and Events' services. This was executed by asking survey respondents their level of satisfaction, ranging from extremely dissatisfied to extremely satisfied. Agency 44 learned that 40% of business owners, and 75% of talent were extremely satisfied with

the services they received. Additionally, 50% of business owners, and 6.25% of talent were only satisfied. A neutral sentiment was also expressed towards LSK Modeling and Events' services, as 10% of business owners, and 18.75% of talent chose this response option. While both business owners and talent were generally satisfied with LSK Modeling and Events' services, business owners did not respond "extremely satisfied" with the same frequency as talent. This is an indicator that LSK Modeling and Events needs to offer the same level of assistance and professionalism for event planning, the service that garners the most demand from business owners.

Focus Group Results and Analysis

Agency 44 conducted a focus group with nine business owners in the Syracuse area. Focus group participants were asked their opinions on events, event planning and talent, and their knowledge of LSK Modeling and Events.

Theme #1: Many business owners had never used event planning services, but would be open to using this service in the future.

Except for one business owner, all focus group participants had hosted an event before. One business uses an in-house communications officer to handle the planning of its events. However, a majority of focus group participants stated that they had never hired an event planning service for their businesses before, but agreed that they were open to the idea. For example, one business owner was excited about the assistance that event planners could offer. The participant said, “That’s where an event planner would be helpful. I never thought of that. That would be fun. We could have a fashion show.”

Theme #2: A majority of business owners did not think that a quality event included talent.

When asked what word comes to mind after hearing “quality event,” focus group participants answers included memorable, community and venue. However, when asked if a quality event included having talent perform, almost all focus group participants said no. Some business owners stated that they might want to include music or art, depending on the type of event they were hosting. It is clear that some business owners felt that having talent at their events could make their business look tacky. One participant enthusiastically stated, “It’s a double no for me. If I’m having a potluck, do I really need go-go dancers? No, not really.”

Interesting Observations

When asked about what word is associated with a “quality event,” participants were very enthusiastic and some were eager to share their opinions. When answering this question participants’ bodies shot up, and they were more alert and aware of other participants’ answers, nodding their heads in agreement. Additionally, when participants were asked about their knowledge of LSK Modeling and Events, no one hesitated when answering no to the question, giving a thumbs down. All participants seemed very confident that they did not know who they were, and did not ask to repeat the company name again for clarification. Finally, one business owner was very active in the focus group, and was eager to answer every question.

RECOMMENDATIONS

Based on information collected through a social listening analysis, surveys, and a focus group, Agency 44 has recommended initiatives that can be taken to assist LSK Modeling and Events Company in increasing clientele and brand awareness.

Recommendation #1: Alter Company Name

Strategy: Change name to “LSK Events and Talent.”

Rationale: When surveyed about the different capabilities that talent respondents possessed, Agency 44 discovered that modeling was not the most frequent response. Instead, a higher percentage of respondents chose acting and singing. Additionally, business owners responded that event planning was the service that they had utilized most frequently. Other frequently responded services included talent bookings and castings. LSK Modeling and Events can better convey the purpose of its business by having a more inclusive name.

Recommendation: Agency 44 recommends that LSK Modeling and Events change its name to “LSK Events and Talent.” Modeling should no longer be the centerpiece of the company, as the services that LSK Modeling and Events provides has grown since the business began. Additionally, an emphasis should be put on client directed services, especially event planning. Changing the company name will position LSK Modeling and Events as an inclusive organization that is dedicated to supporting all of its clients and talent.

Sample Business Card



Recommendation #2: Increase Social Media Presence

Strategy: Utilize social media to highlight the company's past and present talent and events, to target key publics ages 18-29.

Rationale: Through our social listening analysis, Agency 44 learned that the 18-29 age group is the most active age group on Instagram. Additionally, survey responses indicated that a large portion of business owners and talent respondents were in the 18-29 age group. Both business owners and talent survey respondents frequently answered that they had heard of LSK Modeling and Events through social media. While LSK Modeling and Events actively uses Facebook, the company should also actively update its Instagram and Twitter accounts to create a cohesive brand identity.

Recommendation: Agency 44 suggests that LSK Modeling and Events use social media to create a campaign showcasing testimonials from past talent and business owners in the 18-29 demographic. This strategy will be beneficial, as it will create consistent activity on LSK Modeling and Events social pages, as well as advertise its services in a more personal manner. Showcasing young talent and business owners will allow for images and testimonials to resonate with this demographic on a platform that speaks to them.

Sample Social Media Post



LSK Modeling and Events

6 mins



♡ 💬 ➔

♥ 84 likes

@CarlyJones: Had a FANTASTIC day shooting with @lskmodeling today! LaShaun and LaKisa absolutely killed it with my wardrobe and makeup, couldn't have asked for a better combination of professionals to help me follow my dream. So excited to incorporate their work into my portfolio and I can't wait for my next shoot!! #LSK

Recommendation #3: Emphasize Event Planning in Marketing Initiatives

Strategy: Showcase the advantages of hiring an event planning service.

Rationale: Agency 44's survey of Syracuse-based business owners showed that event planning was the most frequently chosen service when respondents were asked what service they used from LSK Modeling and Events. Additionally, when conducting our focus group, Agency 44 learned that while many Syracuse-based business owners had not used even planning services, they would be open to the idea of using this service. There is a market for LSK Modeling and Events to expand its event planning services, however, it needs to clarify that it can assist with many different aspects of event planning.

Recommendation: Agency 44 advises that LSK Modeling and Events highlight the expertise that the company can offer, so that future clients will better understand the benefits of event planning services LSK Modeling and Events can provide. While advertising event planning on fliers is beneficial, Agency 44 also suggest that LSK Modeling and Events create new advertisements every few months to stay relevant. Updating advertisements monthly that coincide with relevant holidays and events will keep the public interested with new content. Advertisements sections include details regarding the extensive assistance the company can provide for event planning for potential clients as well as visuals and colors to grab people's attention.

Sample Advertisements

(November- December advertisement)



'Tis the season...

TO HAVE A PARTY!

Catering, Decorations, Venue, Service,
Talent, Music, Invitations, Bar
AND MORE!
All within YOUR budget

LSK
EVENTS AND TALENT

(June-July advertisement)



CELEBRATE

4TH OF JULY

THE LSK WAY

LOCATION
CATERING
DRINKS
ENTERTAINMENT
DECORATIONS
INVITATIONS

LSK
EVENTS AND TALENT

APPENDICES

Appendix A: Social Listening Coding Sheet

<i>Variable</i>	<i>Instruction</i>	<i>Code</i>
Coder	Coder's Name 1 = Emily 2 = Bari 3 = Riley 4 = Rob 5 = Yiming 6 = Jayden	

<p>Search Terms</p>	<p>Specific Search Terms Used:</p> <p>1 = “event planning” and “Syracuse”</p> <p>2 = “LSK” and “LaKisa” and “LaShaun”</p> <p>3 = “LSK” and “Syracuse”</p> <p>4 = “Syracuse” and “modeling”</p> <p>5 = “Syracuse” and “CNY Mode”</p> <p>6 = “Syracuse” and “AMS”</p> <p>7= “talent booking” and “Syracuse”</p> <p>8= “casting” and “Syracuse”</p> <p>9= “fashion show” and “Syracuse”</p> <p>10= “beauty” and “Syracuse”</p> <p>11= “Syracuse University” and “casting”</p> <p>12= “SU” and “talent”</p>	
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<p>Media Platform</p>	<p>The platform on which you found the information:</p> <p>1 = Blog 2 = Twitter 3 = Online Forum 4 = Facebook 5 = YouTube 6 = Instagram 7= Online Newspaper 8= Other (please specify)</p>	
<p>Date</p>	<p>Date the social media post was published</p> <p>Write the month, day, and year</p> <p>0 = Missing data N/A = Not Applicable (write in the reason for N/A)</p>	
<p>Age</p>	<p>Age of person who posted the information</p> <p>0 = Missing data N/A = Not Applicable (write in the reason for N/A)</p> <p>1= under 18 2 = 18-29 3= 30-39 4 = 40 – 59 5 = 60+</p>	


<p>Race/Ethnicity</p>	<p>Race/Ethnicity of the Person who posted the information</p> <p>0 = Missing Data N/A = Not Applicable (write in the reason for N/A)</p> <p>1 = American Indian or Alaska Native: A person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.</p> <p>2 = Black or African American: A person having origins in any of the black racial groups of Africa.</p> <p>3 = Native Hawaiian or Other Pacific Islander: A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands</p> <p>4 = Hispanic or Latino: A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race. The term, "Spanish origin", can be used in addition to "Hispanic or Latino".</p> <p>5 = White: A person having origins in any of the original peoples of Europe.</p> <p>6 = Asian: A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.</p>	
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	<p>7 = Other (write in the race or ethnicity)</p>	
Gender	<p>Gender of Person who posted information:</p> <p>0 = Missing Data N/A = Not Applicable (write in the reason for N/A) 1 = Male 2 = Female 3 = Other (write in the gender)</p>	
Sentiment	<p>A social media post's sentiment (or tone) is constructed by using quotes, assertions, or innuendos, which results in positive, neutral, or negative coverage for the information searched</p> <p>0 = Missing Data N/A = Not Applicable (write in the reason for N/A)</p> <p>1 = Positive 2 = Negative 3 = Neutral</p>	
Sentiment Keywords	<p>What keywords or phrases are associated with the post that created the sentiment (tone) coded above?</p> <p>Write in a maximum of 5 keywords</p> <p>0 = Missing Data N/A = Not Applicable (write in the reason for N/A)</p>	

Content Creator	Who created the content? 1. LaKisa or LaShaun (owners) 2. Other	
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Appendix B: Qualtrics Survey

Business Owners Survey



SYRACUSE UNIVERSITY

We are Syracuse University students who are conducting research on event planning services and Syracuse-based businesses. Please help us by completing this quick survey. Thank you!

Do you live within 50 miles of Syracuse, NY?

Yes

No

What type of social media do you use? (check all that apply)

Facebook

Instagram

Twitter

Tumblr

Snapchat

Other (please specify)

None

Have you ever heard of LSK Modeling and Events?
(Once answered, click arrows to continue to next page)

Yes

No

How did you first hear about LSK?

- Social Media
- Referral
- News Article
- Advertisement
- Other (please specify)

What service(s), if any, have you used from LSK? (check all that apply)
(Once answered, click arrows at bottom of page to continue to next page)

- Event Planning
- Talent Booking
- Casting
- LSK Treatment
- Photo Shoot
- Other (please apply)

- Have never used services from LSK

How satisfied have you been with LSK's services?

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied

How likely would you be to use LSK again?

- Extremely likely
- Likely
- Neutral
- Unlikely
- Extremely unlikely

On a scale of 1 to 5 how professional was LSK's services? (1 being not at all professional and 5 being very professional)

1 2 3 4 5

How professional was LSKs services?

Please list three words that you associate with LSK:

1:

2:

3:

Do you feel that the price LSK charged for its services was reasonably priced?

- Yes
- No
- Maybe
- Unsure

What gender do you identify with?


- Male
- Female
- Other
- Prefer not to respond

What best describes your age?
(Once answered, click arrows at bottom of page to finish)

- Under 18
- 18 - 29
- 30-39
- 40-59
- 60+

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Talent Survey



SYRACUSE UNIVERSITY

We are Syracuse University Students who are conducting research about Syracuse based talent. Please help us by completing this 3 minute survey. Thank you.

Do you live within 50 miles of Syracuse, NY

Yes

No

What type of talent do you have? (check all that apply)

Modeling

Acting

Singing

Artist

Fashion Design

Photography

Dance

Other (please specify)

What type of social media do you use? (check all that apply)

- Facebook
- Instagram
- Twitter
- Tumblr
- Snapchat
- Other (please specify)
- None

**Have you ever heard of LSK Modeling and Events?
(Once answered, click arrows at bottom of the page to continue)**

- Yes
- No

How did you first hear about LSK Modeling and Events?

- Social Media
- Referral
- News Article
- Advertisement
- Other (please specify)

**How satisfied have you been with LSK's services?
(Once answered, click arrows at bottom of the page to continue)**

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied
- Never worked with LSK

How likely would you be to use LSK again?

- Extremely likely
- Likely
- Neutral
- Unlikely
- Extremely unlikely

On a scale of 1 to 5, how professional was LSK's service? (1 being not at all professional and 5 being very professional)

1 2 3 3 4 5

How professional was LSK's service?

A horizontal scale bar with a grey fill extending from the left side to approximately the 25% mark, indicating a rating of 1 on a scale of 1 to 5.

Overall, how satisfied were you with the opportunities that LSK provided for you?

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied

Please list at least three words that you associate with LSK:

1:

2:

3:

What gender do you identify with?

- Male
- Female
- Other
- I prefer not to respond

What best describes your age?
(Once answered, click arrows at bottom of the page to finish)

- Under 18
- 18 - 29
- 30-39
- 40-59
- 60+

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Appendix C: Focus Group Questionnaire

<p>Welcome</p>	<p>Welcome. Thank you for agreeing to participate in this focus group. My name is _____, and I will be the moderator for today's group discussion.</p> <p>I would like to talk with you today about your attitudes and opinions about event planning services. The purpose of this focus group is to help a talent and event company improve its communication with its potential clients.</p> <p>I am going to ask you a few questions; I ask that only one person speak at a time. There are no right or wrong answers, but please do respect each other's answers or opinions.</p> <p>I will be tape recording the discussion today because I don't want to miss any part of your comments. I will treat your answers as confidential. We are only going to use first names and last initials during the discussion but will not use names in the study. We also ask that each of you respect the privacy of everyone in the room and not share or repeat what is said here in any way that could identify anyone in this room.</p> <p>Finally, this discussion is going to take about 15 minutes. If at any time you want to stop, please let me know. Does anyone have any questions before we start?</p>
<p>Ice Breaker</p>	<p>[START TAPE RECORDER NOW]</p> <p>I would like to go around the room and have each person say his/her home state.</p> <p>Thank you. I ask that you say your first name & last initial before giving an answer.</p>
<p>Opening Question</p>	<p>Has your business ever held an event?</p> <p><i>Probe: If yes, what kind of event was it?</i></p>

<p>Group Discussion – Topic 1</p>	<p>Let’s talk about event planning services.</p> <p>If your answer to the previous question was yes, even if you did not share your answer with the group, did you plan the event alone or did you use a service?</p> <p><i>Probe: If you have not had to plan an event but might in the future, would you use an event planning service?</i></p>
<p>Group Discussion – Topic 2</p>	<p>Now, let’s talk about what makes a good event.</p> <p>When I say “quality event,” what are the first words that come to mind?</p> <p>Do you think that a “quality event” includes having talent perform? “Talent” can include but is not limited to: models, dancers, actors, singers, designers, and artists.</p> <p><i>Probe: If the answer is yes please share what kind of talent?</i></p>
<p>Final Thoughts</p>	<p>In closing, I would like to pose one last question.</p> <p>Have you ever heard of or worked with LSK Modeling and Events? Please give a thumbs up if yes, or a thumbs down if you have not.</p> <p><i>Probe: If yes, how did you hear of them or why did you work with them?</i></p>
<p>Review and Wrap-up</p>	<p>[Provide summary of discussion] Did I correctly summarize your comments in today’s discussion?</p> <p>Thank you for coming today and sharing your opinions with me. I hope you enjoyed the discussion.</p>

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