

The pages we'd like you to look at are:

## Home

<https://www.playactors.com/home/>

We'd like to immediately visually tell people who we are: collective/community, international, artists, playful, business-minded, fresh

- The big top slider shows our successes at first click. It doesn't only show we mean business. It also shows we're in business. (There's a belief that co-operative agencies aren't as successful in getting their members work as traditional agencies. So that proves that wrong.)
- Under that "Who we are" in a few words.
- And the boxes under that don't look great, but are there to give that community feeling
  - First box is a slider of articles our members have written.
  - Then video of latest showreel addition.
  - Video with little mini interview of one of our members talking about a subject important to them (frame around that will change, old colours, any suggestions for that, welcome)
  - Artist personal project plug
  - 2nd row first box will be a video where we say hi and introduce the agency, cut between talking heads in our languages and English, backdrop one of our colours.
  - Link to industry publication.
- Logos at the bottom are somewhat important as that's a collection of successes over the years, but they can seem a bit "on your nose", so ideally visible but not too prominent on the page.

## News Overview

<https://www.playactors.com/news/>

- I'm not a 100% on the look of the navigation and the "read more" buttons.
- There are a few posts that are part of the category "artist thoughts". They are not new but more journalistic pieces of our own, so I wonder if we could and should colour those differently in that overview.
- Otherwise not much to say.

## About Us

<https://www.playactors.com/about/>

- Dividers only show up here. As well as the hover styles over the images. I like them. But different to rest.
- The pictures will be more relaxed funny face pictures on the backdrop of our 4 logo colours.



- Also, the pictures here are bigger than on the Artist page, which might sell the wrong message.
- And Artist page has a bigger gutter size, but maybe that's befitting the two pages and fine. Not sure.

## **Artists Overview**

<https://www.playactors.com/artists/>

- Not quite sure again on the filter navigation at the top.

## **Join Us**

<https://www.playactors.com/join/>

## **Contact Us**

<https://www.playactors.com/contact/>

- Would love to include a video here, cut between talking heads giving compliments in our languages (and some hidden funny insults sold as compliments). Again on our background colours.

## **Template for a Single News Post**

We've had two ideas here:

<https://www.playactors.com/cal-in-the-lazarus-project/>

or <http://www.playactors.com/diversi-free/>

## **Template of the individual artists pages**

<http://www.playactors.com/project/antigoni-spanou/>

- The idea here was to have a very simple artists biog, 3 logos with links at top and under that a bit of an artists portfolio.
  - Including some standard elements for everyone
  - but also some elements that would change depending on what our members want to show off: writing, extensive voice reels, dancing, singing, etc.