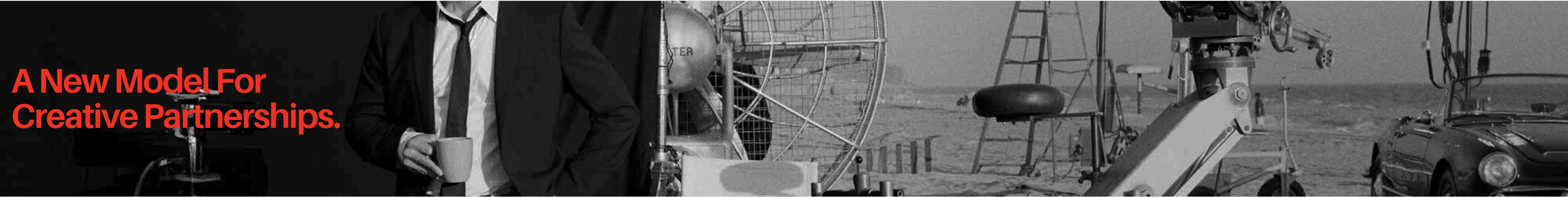


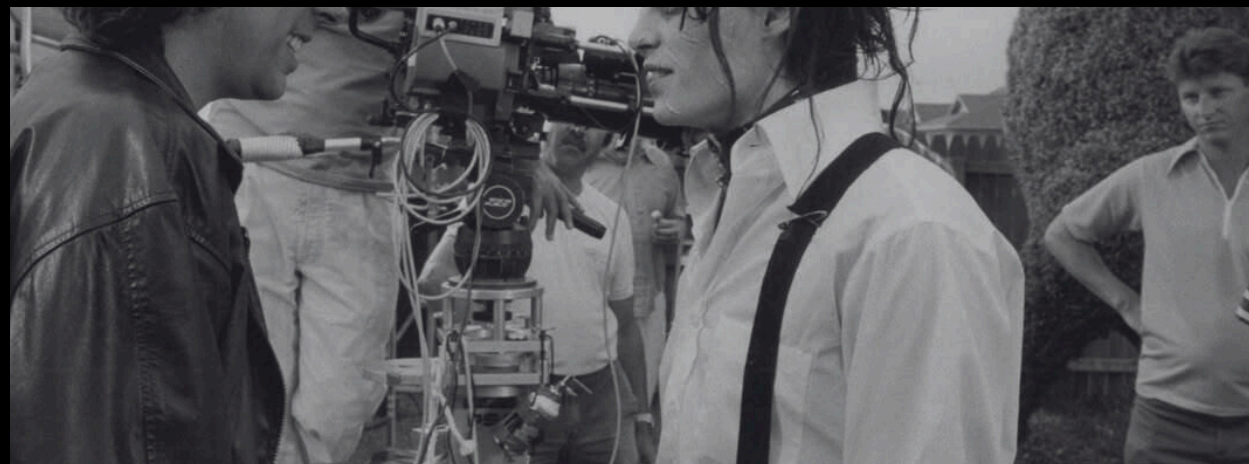
ACT II

AGENCY



A New Model For
Creative Partnerships.

Act II's Artist-Centered Model



OUR APPROACH

Act II Agency offers a new model for creative partnerships – where brands and agencies alike access versatile, multi-hyphenate talent, and artists receive the support they deserve.

For brands, we simplify collaboration by booking artists who can conceptualize, direct, perform, and promote – reducing the need to hire multiple specialists, cutting costs, and streamlining production without compromising on creative integrity.

For artists, we provide representation that reflects the full scope of their abilities – nurturing long-term growth, expanding their reach, and ensuring they're seen, valued, and supported as whole creatives.

FOUNDER

After over a decade producing global campaigns for brands like Estée Lauder, La Mer, and Stuart Weitzman – and crafting editorial stories for ELLE, Marie Claire, and Interview – I began to feel boxed in by the old script.

With a background in theatre and a passion for storytelling, I've always gravitated toward artists who wear many hats – those who move fluidly between mediums, disciplines, and identities.

This agency is my **Act II**: a shift from building others' visions to championing artists who defy easy definition. Here, we represent multi-hyphenate talent with depth, intention, and the freedom to grow, reimagine, and rewrite the rules.



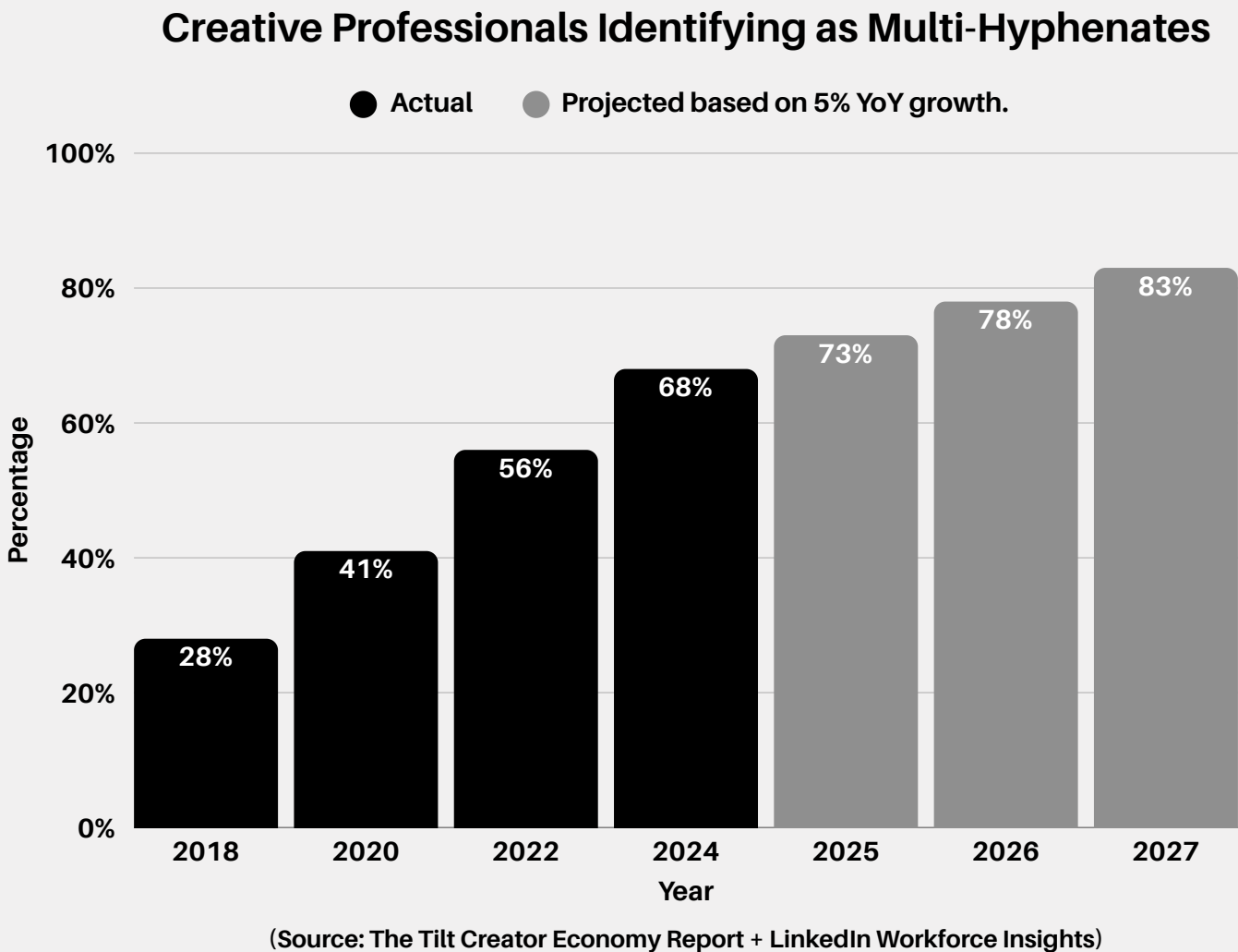
WHAT'S BROKEN— AND WHO IT'S FAILING

Today's creative industry demands versatility - brands expect artists to be storytellers, strategists, directors, and visionaries, all in one. Yet most agencies still represent talent in singular, outdated boxes.

As budgets tighten across beauty, fashion, and entertainment, multi-hyphenates are asked to do more with less - without infrastructure, representation, or support that reflects their range.

The result? Artists are misunderstood, under-leveraged, and burned out, navigating complexity alone in a system that was never built for them.

The Creative Workforce Has Evolved – but Representation Hasn’t



MARKET OPPORTUNITY

The global creator economy is valued at over **\$250B in 2024**, with projections reaching **\$480B by 2027** (Goldman Sachs, SignalFire). Within that growth, **68% of creative professionals now identify as multi-hyphenates** – artists who blend performance, direction, styling, strategy, and more. Despite this evolution, most agencies continue to represent talent in rigid, outdated silos.

At the same time, **75% of brands say they prefer to work with artists who can ideate, direct, and promote across platforms** (Forrester). Budget-conscious teams are looking for consolidated creative solutions – **not five separate hires, but one versatile voice** who can deliver across the board.

Act II Agency exists at this intersection: built for a new era where both brands and artists are calling for something different – representation that reflects range, not restriction.

BUSINESS MODEL FOR THE ARTIST

How We Support
and Scale Talent

Act II is a creative home for
multi-hyphenates –
structured for visibility,
sustainability, and freedom.

- 01 Representation Beyond One Label**
You're not just a photographer or a stylist or a director—we represent the *full spectrum* of what you do and advocate for your creative fluidity.
- 02 Creative Development & Packaging**
We help you shape your pitch, hone your story, and present your vision across mediums—so clients see the full scope of your capabilities.
- 03 Brand Deal Strategy & Negotiation**
From editorial to brand campaigns, we secure bookings that span your creative range and negotiate deals that reflect your multidimensional value—earning on a commission-based model that scales with your success.
- 04 Digital Presence Management**
From social strategy to content pacing, we help ensure you're visible, consistent, and in sync with your audience (and the algorithm).
- 05 Strategic Career Development**
One-on-one creative and commercial guidance to support long-term growth—from pricing and positioning to expanding into new mediums.

BUSINESS MODEL FOR THE BRAND

How We Deliver Creative Impact

Tailored solutions that meet
brands where they are –
strategic, streamlined, and
multi-hyphenate powered.

- 01 Multi-Hyphenate Talent, Curated for Vision**
Our roster is handpicked for brands seeking elevated storytelling. Each artist brings a layered skill set—merging performance, direction, styling, and strategy—to deliver more impact per booking.
- 02 Creative Matching, Backed by Industry Experience**
With over a decade producing global campaigns for brands like Estée Lauder and top-tier editorials, we know what creative leads need—and connect you with talent who instinctively speak your language.
- 03 Streamlined Production, Start to Finish**
From pitch decks to final deliverables, **Act II** offers production support that flexes to your team's bandwidth. We build custom teams around each artist to simplify workflows and maximize output.
- 04 Long-Term Creative Advisory & Retainers**
For brands looking to go deeper, we offer tiered retainers that include talent access, content consulting, and strategic development to align your brand with the next wave of culture.

Designed for the new creative era - purpose-built infrastructure to support artists and deliver for brands.

SIGNATURE
SERVICES
THAT POWER
ACT II

01
Artist-Centered
Infrastructure

End-to-end support — from onboarding to bookings, negotiations, and development — tailored for multi-hyphenate talent.

02
Scalable Collaboration
Model

Built-in flexibility for brands — hire one artist for multiple creative roles or assemble agile teams for large-scale projects.

03
Creative Production
Engine

Access pre-vetted crews, producers, and studios. Act II handles production logistics so artists and brands stay focused on the work.

04
Growth-Driven Advisory

We guide brands and talent through strategic partnerships, long-term planning, and IP development that drives real career impact.

05
Digital Identity
Management

Social media strategy, content guidance, and platform support — ensuring artists remain visible, on-brand, and algorithm-aware.

COMPETITIVE ANALYSIS

Standing Out in a Crowded Market

In NYC and LA, agencies like Art Department, IMG, CLM, and MA+ dominate—yet most still pitch talent in a single lane. Photographers are photographers. Directors are directors. Even if the artist is capable of more, they're marketed in a silo.

That's where we break pattern.

Act II Agency champions the "whole" creative:

- Artists are presented across disciplines—not carved up by skillset.
- Brands save time, money, and energy by booking a single visionary instead of building a team from scratch.
- Projects move with more cohesion and less compromise.

We don't just represent talent.
We build platforms for how creative work actually gets done today.



**THANK
YOU**

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