

MARIO TESTINO+

PROJECT INITIATION BRIEF

PROJECT TITLE	mariotestino.com Updates
JOB NUMBER	MT02.005
CLIENT	MARIOTESTINO+
LAUNCH DATE	6 June 2017
TEAM	<p>Project Leads: Richard Andrée Wiltens [Marketing Executive] & Mary Zantiris [Managing Director]</p> <p>Team: Suki Larson [CEO], Emily Smith [Communications Director], Brigid Walsh [Global Development Director], Joe Fleming [Art Director]</p>
PROJECT SUMMARY	<p>The decision to update mariotestino.com has been prompted by the development and expansion of Mario Testino's creative agency, MARIOTESTINO+, and the need to establish a more impactful and prominent online presence for it and more accurately direct web traffic.</p> <p>The below objectives should be achieved within the site's existing format and design, image led and reflecting the website's function as a celebration and up to the moment summary of Mario's work, legacy and career.</p> <p>Three main objectives are:</p> <ol style="list-style-type: none">MARIOTESTINO+ section <p>Currently, the website positions MARIOTESTINO+ as a support team for Mario Testino. The section should assert MT+ as a full-fledged agency on one URL, with its breadth of service and work brought to the fore and less subtle, retrospective in nature.</p> <p>The 'About' and 'Selected Works' subcategories are to be merged into one webpage that demonstrates the full breadth of the agency's</p>

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services, capabilities, client list, and significance within the industry [creative direction, art direction, brand strategy, graphic design, film and stills production, digital and social media, product development, books, exhibitions, licensing, and partnerships]

The Vogue Special Editions and selected client work must be highlighted and prominent.

A portion of the webpage should incorporate the client work that currently sits in the 'selected works' section, and allow us to show the full range of services the agency provides clients e.g. outdoor advertising, TV commercials, point-of-sale advertising, et cetera.

Two examples for how client work is presented: [Wednesday Agency](#) and [Baron&Baron](#).

2. Homepage

Since mariotestino.com's launch, Mario Testino has expanded his digital presence with the development of Mira Mira, a creative online content platform. Including MATE.pe, Mario Testino now operates three separate websites.

Visitors to mariotestino.com need to be immediately presented with navigation options depending on their intended destination - Mario Testino, MARIOTESTINO+, MATE or Mira Mira - to direct incoming traffic appropriately and swiftly.

We would like suggestions on how this could be achieved. Whether it is a header bar, four panels or another format, the four options should be visible concurrently. Also with the objective to actively promote our work on the Homepage

The feed is to remain in place.

A link to the contact section of the website should be on the homepage – one potential is to replace the 'share' text and sharing widgets that currently occupy the top right corner of the homepage.

3. Menu

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	<p>The current 2x3 grid menu is to remain in place, however two of the panels are to be amended: the 'Photography' and 'Film' sections are to be replaced with 'Commissioned' and 'Personal'.</p> <p>The following are suggestions on how the new sections could work, however this is subject to internal approval and is only one possible solution:</p> <p>'Commissioned' to have subcategories</p> <ul style="list-style-type: none">: Latest: Editorial: Advertising <p>'Personal' to have subcategories</p> <ul style="list-style-type: none">: Portraits: Personal <p>Within the new categories and subcategories, both photography and film will be featured side by side.</p> <p>NB the above can be executed by MT+ in the CMS</p>
AUDIENCE	<p>The audience for mariotestino.com is broad and diverse, encapsulating Mario Testino fans, clients and collaborators. The audience is global but is skewed towards Europe, North America and South America.</p> <p>The new additions to the website are primarily aimed at a subsection of the wider Testino audience – those inside the creative industry.</p> <p>Clients: The agency section of the website is aimed at current, past and particularly potential clients, to generate new business and retain current business.</p> <p>Collaborators: A diverse set of individuals and groups collaborate with MARIOTESTINO+ including artists, models, musicians, celebrities, agents, gallerists, online influencers, et cetera.</p> <p>Employees: The agency section of the website is a key resource for potential employees considering a career at the agency.</p>

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PARTNERS	Contacts to involve in the project: Future Corp – Marc Kremers
BUDGET	TBD
MARIO INITIAL COMMENTS/DIRECTION	Nil
BRIEF FOR ART DEPARTMENT – DELIVERABLES	Nil

PROJECT SCHEDULE

W/O	Milestones
10 May	Briefing call with Marc Kremers
12 May	Initial feedback from Marc Kremers
19 May	Review creative proposals – reviewed by MT
wsefg	Review development
3 June	Mario approval
6 June	Launch
SIGNED OFF BY APPROVER (JO, MT)	