



MODELS
TRUST.

2022 REPORT
BENCHMARKING
AGENCIES WORLDWIDE

JULY 2022 •

WHAT'S IN THIS REPORT

<u>Introduction</u>	<u>03</u>
<u>Models Surveyed</u>	<u>07</u>
<u>Agencies Performance Benchmarks</u>	<u>10</u>
<u>Agencies Strengths and Improvements</u>	<u>16</u>
<u>Become the Change</u>	<u>19</u>
<u>Stay Connected</u>	<u>23</u>

ABOUT MODELS TRUST

Models Trust is an independent organisation creating data-driven surveys and reports to ensure safer and more equitable working environments for all talent.

Learn more about the work we do and how you can be a part of our trusted community [here](#).

WORDS FROM OUR FOUNDER

I am thrilled to announce the release of our second annual Models Trust – Report Benchmarking Agencies Worldwide.

Models Trust has pioneered the only industry benchmark for modelling agencies worldwide and with this new report, a pattern is forming that highlights agencies' representation and what their models really think of them.

I would like to thank all the models who have participated in our anonymous feedback survey. Your voice makes a difference to everyone working in this industry.

The 2022 Report Benchmarking Agencies Worldwide is a unique collaboration between Models Trust and signed models worldwide. It has been meticulously created using bespoke data and insights and we are very proud of the results.

Models Trust is a small company with a big heart, we are driven

by creating a safer workplace for models and talent everywhere. This survey is in response to the question 'what kind of representation does my agency give, compared to others'. Look within the pages of this document and become aware of how your type of agency compares with others.

Thank you to all those reading the report, for taking the time to care about the modelling industry. This report will give you some insights into the industry. It is supposed to be thought provoking, so if you have questions, please contact us.

Together, as a united force, we can change the dial.

Elizabeth Peyton-Jones

CEO & Founder

Models Trust



THE SURVEY'S EIGHT CATEGORIES WE MEASURE

The survey consists of 31 questions and is divided into eight categories to help us assess the performance benchmark for the industry world-wide. These categories were derived from our initial *Brighter Future* study, which was conducted in 2020. We discovered that the model(s) concerns expressed during that study could be classified into these eight categories below.



CLIENT & CLIENT WORK

The agency finds enough work to sustain and progress their models' careers. The agency finds clients that treat their models fairly and respectfully.



CLIENT INFORMATION

The agency informs their models about their prospective client and essential details well ahead of a casting. As well as payments, expenses, working hours and other essential details well ahead of a shoot or show.



CLIENT NEGOTIATIONS

The agency negotiates work for their models that has fair pay and expenses. Explains models needs and preferences to their clients well. Effectively and quickly resolves any issues that may arise.



PAYMENTS & REPORTING

The agency provides clear and regular updates to their models. Pays models in reasonable timeframe. Provides clear and regular updates on models' finances.



AGENCY SERVICES

The agency offers high quality and reasonable prices for the services needed. The agency informs their models in advance about services for which it plans to charge them. The agency only charges their models for services that they need to maintain and advance their modeling career.



DIGNITY, RESPECT, & CARE

The agency acts professionally towards their models and treats them with dignity and respect. The agency prioritizes mental and physical wellbeing of their models over its own or clients' demands.



DIVERSITY & INCLUSION

The agency treats its minority ethnic, curve, transgender and other diverse models fairly, inclusively, and equally to others and encourages clients to do the same.



CAREER DEVELOPMENT

The agency gives advice to their models for physical image and appearance management, teaches skills for castings, shoots, and shows, assists in social media management, and provides overall guidance for career, business and brand management.

INSIGHTS TO 2022 REPORT

BENCHMARKING AGENCIES WORLDWIDE



Provides fact-based information and advice to help models and agencies improve the quality of their representation. It is based on feedback from the individuals we most trust: **340 currently signed models from over 15 countries**. Together, we can make safer workplaces and more sustainable careers for models everywhere.

The survey models completed consisted of 31 multiple choice questions about their agency, with two optional questions asking for the name of their agency and comments on the quality of representation provided by their agency.

According to the findings, agencies performed poorly on average over the previous year. They received scores ranging from **3.1 to 4.0 out of 5 in eight categories of critical services and practices** that all agencies should provide their models.

The **top 25%** of agencies received average scores ranging from **3.8 to 4.9**, which indicates what acceptable performance can look like in the best agencies.

These top agencies vary in size, location, and type, but they all have four distinct strengths that set them apart. Furthermore, we discovered three areas where all agencies could improve their model representation.

In order to assess the movements of current industry standards and trends, we incorporated insights from our 2021 Performance Report into this year's results.

We've also developed a [guide](#) to assist models in navigating these results and feeling prepared when looking for great representation.

Finally, we'd like to thank everyone in our global modeling community for responding so enthusiastically to our survey this year. We applaud you for having the courage to speak up and let people know that this industry needs positive change.

Here's to a brighter future,

Models Trust Team

Elizabeth Peyton-Jones – CEO & Founder

Sundran Rajendra, PhD – Research Director

Jessica Marie Boyle – Data & Research Manager

Marina Shannon – Operations Director

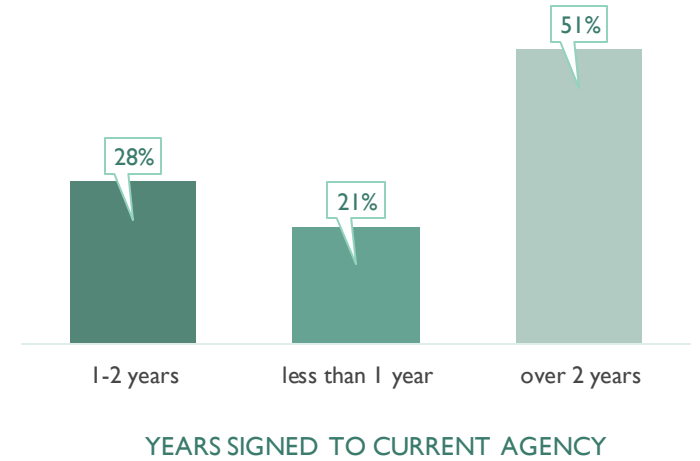
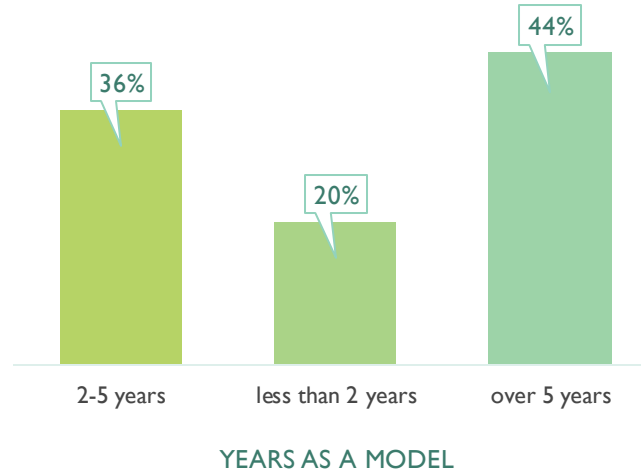
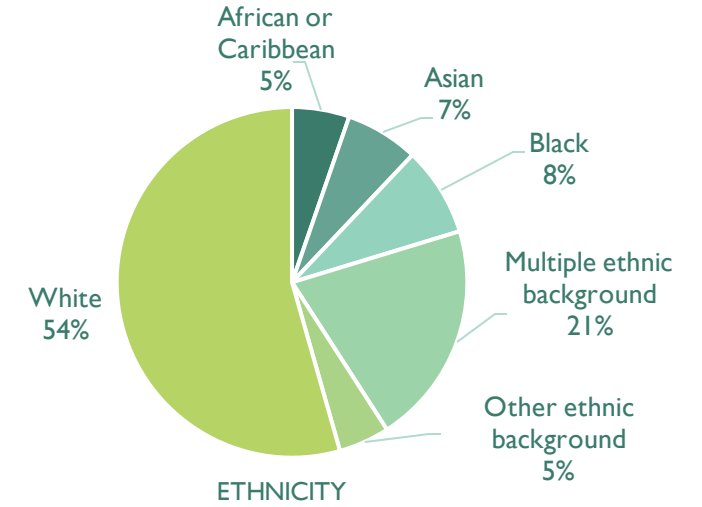
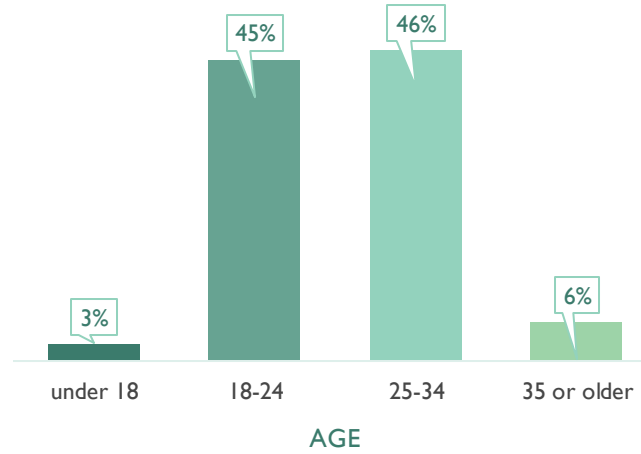
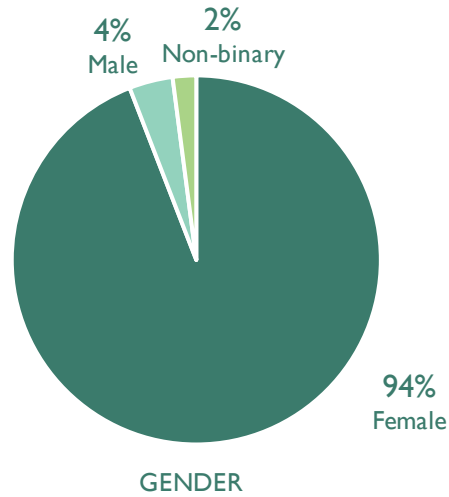
Renée Mittelstaedt – Communications & Engagement Manager



MODELS SURVEYED

MODELS BY THE NUMBERS

Here is the breakdown of our survey respondents – 340 signed models from over 15 countries responded to our survey this year.





54%
ARE OF WHITE
ETHNICITY

*Compared to 62% in '21

92%
ARE AGED 18-34

*Nearly all in '21

MODELS KEY FINDINGS

The respondents' personal details are based on this years' results. Last year's results can be found by an * in each box for comparison. At this time, we can only provide high level findings for demographics. With your help, we hope to increase the number of signed models who participate in our annual performance benchmark survey, allowing us to better represent and incorporate deeper D&I insights in the future.

340
SIGNED MODELS
RESPONDED

* 283 signed models in '21

94%
ARE FEMALE

*Compared to 84% in '21

80%
HAVE 2+ YEARS
MODELING EXPERIENCE

* Three quarters in '21



40% LIVE IN EUROPE
50% LIVE IN NORTH AMERICA

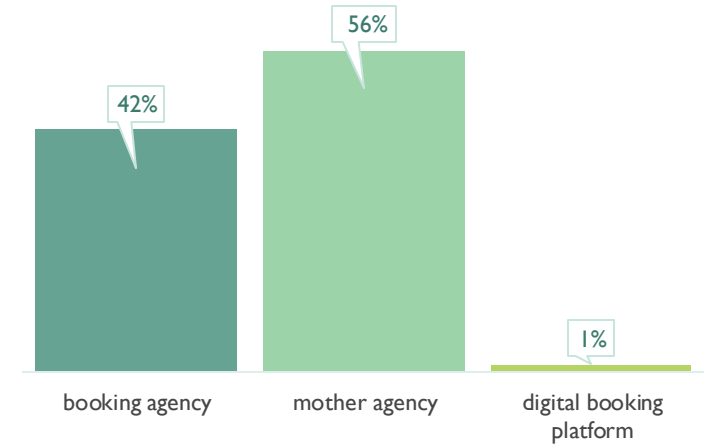
* Two thirds in Europe / Quarter in North America

A black and white photograph of a woman with curly hair and glasses, wearing a dark turtleneck, holding a patterned mug. She is looking down at a document or laptop screen in front of her. The background is a blurred cafe or office environment with other people and tables.

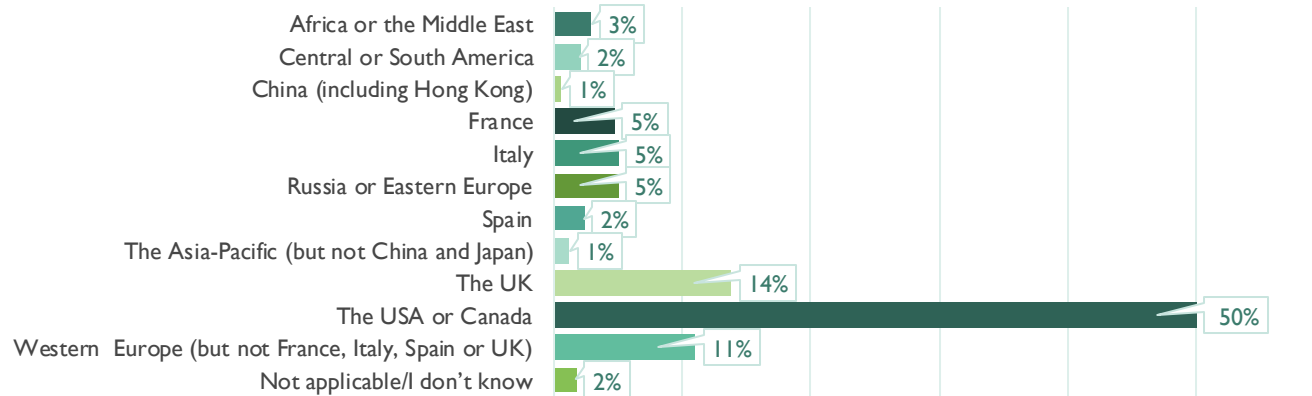
AGENCIES PERFORMANCE BENCHMARKS

AGENCIES BY THE NUMBERS

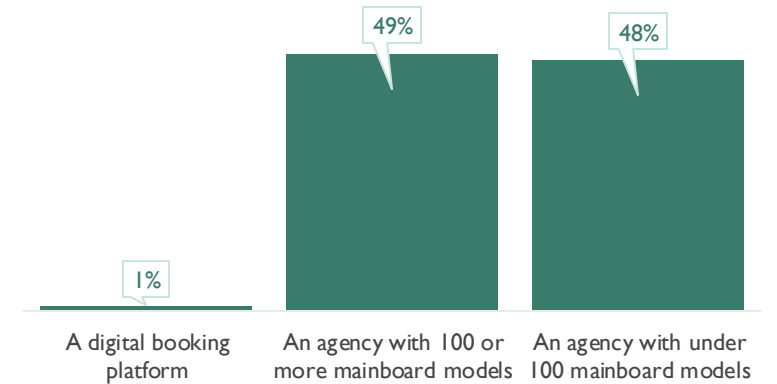
Here is the breakdown of our survey respondent's agencies – The numbers indicate how respondents labelled their agencies based on type, size, and location.



RESPONDENTS AGENCY TYPE



RESPONDENTS AGENCY LOCATION



RESPONDENTS AGENCY SIZE



39 “BIG BRAND”
AGENCIES NAMED
*Compared to 25 in '21

56%
ARE MOTHER AGENCIES
* Over half in '21

AGENCY KEY FINDINGS

Agency details are based on this year's results. Last year's results can be found by an * in each box for comparison. Note that an optional question was offered for respondents to name their agency if comfortable. Thus, we were able to identify the number of “Big brand” agencies. Big brand agencies are defined as having 100 or more signed models, internationally recognized, and located in larger markets/cities.

51%
SIGNED TO CURRENT
AGENCY FOR 2+
YEARS
*Nearly exact same % in '21

121
TOTAL AGENCIES
NAMED
*Compared to 70 in '21

49%
AGENCIES HAVE OVER
100 MAINBOARD
MODELS
* Over half in '21



51% AGENCIES IN US/CANADA
41% AGENCIES IN EUROPE/UK
* A third in UK, third in Europe, and quarter in North America in '21

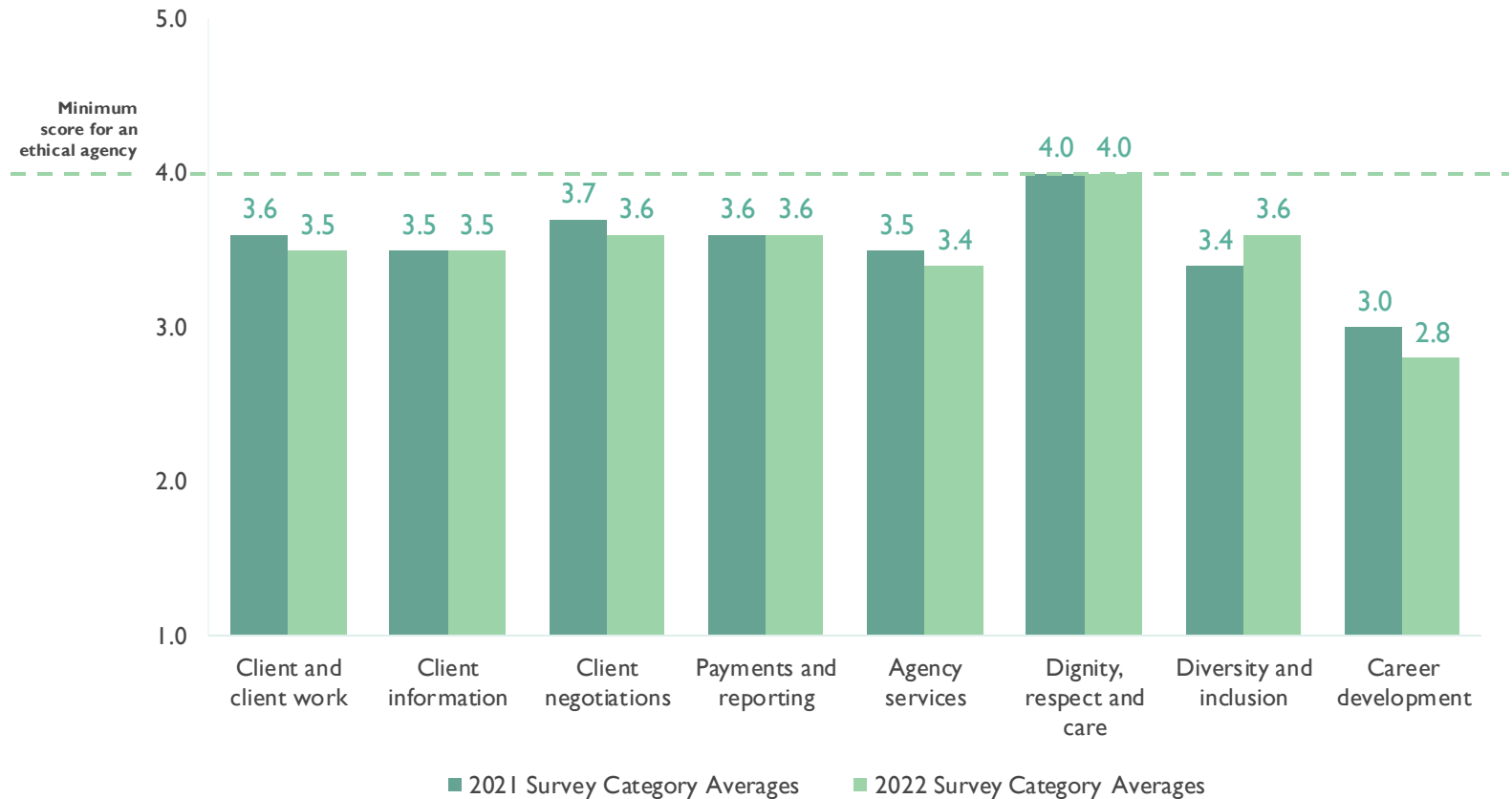
LITTLE CHANGE YEAR ON YEAR

“Since the pandemic my work schedule has drastically changed. Before the pandemic I was incredibly happy with my workload, since the pandemic it has decreased a lot.” – Model Comment

It’s been yet another extremely difficult year for many around the world and we know agencies are still struggling to survive the economic impacts since the pandemic began in 2020. However, the agencies that are already Models Trust Certified have consistently worked to do all they can to represent their models through these unprecedented times. Proving that little to no improvement in the industry averages is **not acceptable**.

Nearly all categories did not improve overall since our 2021 survey results. The target range of 4 (mostly or agree) to 5 (always or strongly agree) is where we believe agencies should be scoring to be considered ethical. Note: Career Development’s lower score this year is in part due to a new question being added around social media.

YEAR ON YEAR COMPARISON OF OUR SURVEY’S 8 CATEGORIES



THE BEST AGENCIES (ALMOST) MEET TARGET

When we break away the top performing agencies results of 2022 you can see that their average category scores nearly meet our ethical agency expectations. When you compare, the top quartile agencies with bottom quartile agencies, they outperformed by a factor of 40 to 100 percent (versus around 60-110 percent in 2021). Below are three callouts to mention from these results:



Career Development scored **3.8** making it the only category for top quartile agencies that does not meet the target range of **4** (mostly or agree) to **5** (always or strongly agree).

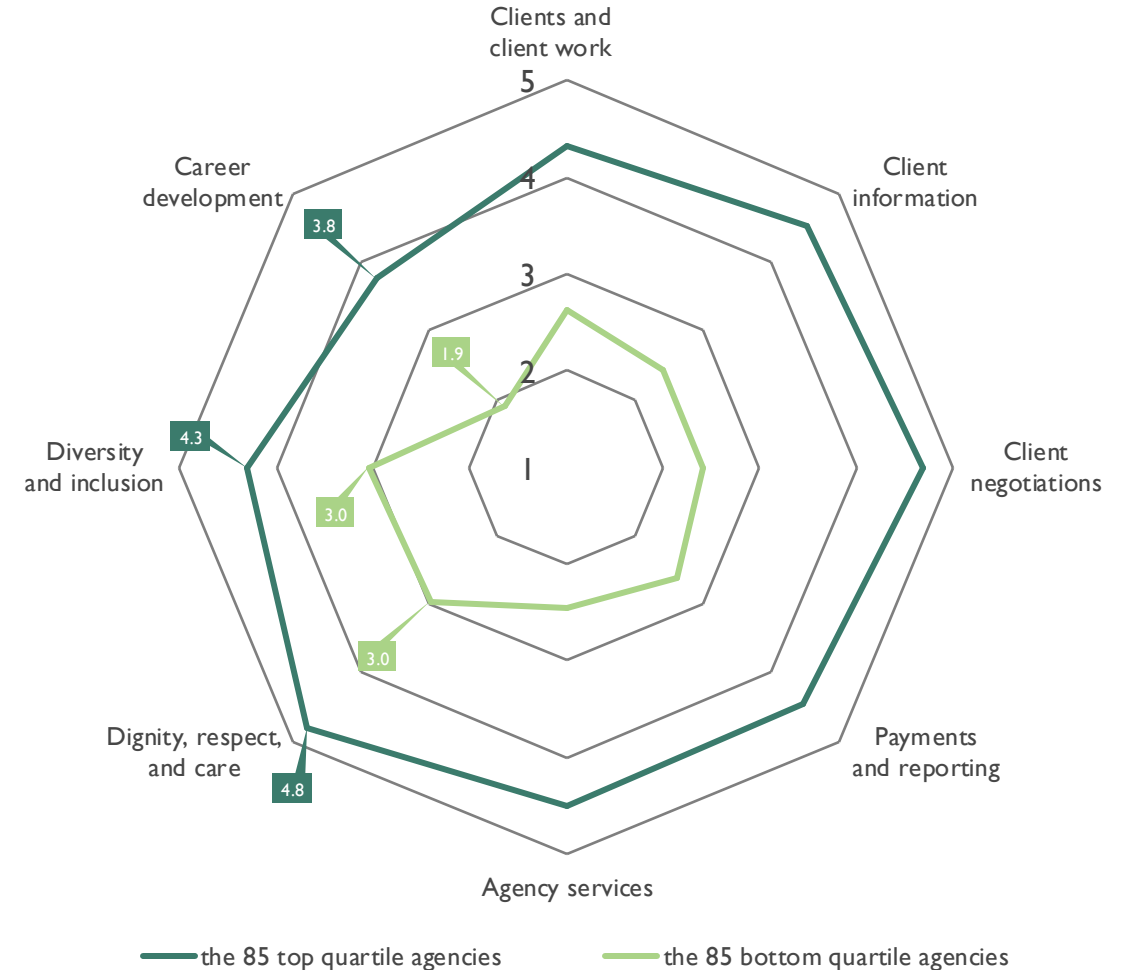


Diversity and Inclusion grew in improvement from **4.1** to **4.3** in top quartile agencies and **2.6** to **3.0** in the bottom quartile since 2021.



Dignity, Care, and Respect seems to be one of the top performing categories that ALL agencies are prioritizing regardless their rank.

TOP AND BOTTOM PERFORMING AGENCIES AVERAGES



IDENTIFYING TOP PERFORMING AGENCY TRENDS

TOP 25% OF AGENCIES ARE MORE LIKELY TO BE:

Under 100 mainboard models – 30% versus 22% of non-top quartile

The **respondent's mother agency** – 29% versus 20% of non-top quartile

In the **North America** than All Europe – 28% NA versus 19% All Europe

RESPONDENTS MORE LIKELY TO RATE THEIR AGENCY AS TOP 25% IF THEY:

Have **five or less years** modelling experience – 27% versus 22% of non-top quartile

Have been signed to their current agency for **under a year** – 36% versus 22% of non-top quartile

“BIG BRAND”* AGENCIES HAD:

No difference in overall scoring compared to other agencies for the 8 categories. Breaking the stereotype that the most well-known agencies are the best and top performing. According to the respondents, that is not the case.

*“Big brand” defined in 2022: 100 or more signed models + Internationally recognized + located in larger markets/cities



AGENCIES STRENGTHS & IMPROVEMENTS

FOUR STRENGTHS OF THE BEST AGENCIES

We identified four of the eight total categories of our survey as strengths in the best agencies in the industry for 2022. As a reminder, the best agencies made up the top 25% of the survey results. Only **Dignity, Care, and Respect category** improved from 4.7 to 4.8 this year. Further research is needed to identify why. Below are the 2022 strengths with their average scores out of 5.

 **AGENCY SERVICES**

Agency offers high quality and reasonable prices for the services needed.

AVERAGE SCORE:
4.8 out of 5

 **CLIENT NEGOTIATIONS**

Agency explains the models needs and preferences to their clients well.

AVERAGE SCORE:
4.7 out of 5

 **PAYMENTS & REPORTING**

Agency pays within a reasonable time and provides clear and regular updates to their models.

AVERAGE SCORE:
4.5 out of 5

 **DIGNITY, CARE, & RESPECT**

Agency shares honest performance feedback to their models frequently.

AVERAGE SCORE:
4.8 out of 5

THREE IMPROVEMENTS FOR ALL AGENCIES

Models Trust found three improvement areas we believe agencies can work to better in the coming year. **Career Development** is still an industry-wide struggle for all agencies, whether top performing or not. We haven't fully identified the why behind such low scores for what we feel is a crucial category for a sustainable career in modelling. What has been brought to our attention, when talking with agencies, is that communication with their models has been a large factor to their overall score in this category. More research needs to be conducted to confirm.



CAREER DEVELOPMENT

- Give advice for physical image and appearance management
- Teaches skills for castings, shoots, and shows, assists in social media management
- Provides overall guidance for career, business and brand management.

TOTAL AVERAGE SCORE:
2.8 out of 5



CLIENTS AND CLIENT WORK

- Finds enough work to sustain and progress model's career.
- Finds clients that treat model fairly and respectfully.

TOTAL AVERAGE SCORE
3.5 out of 5



DIVERSITY AND INCLUSION

- Treat minority ethnic, curve, transgender and other diverse models fairly, inclusively, and equally to others and encourages clients to do the same.

TOTAL AVERAGE SCORE:
3.6 out of 5

BECOME THE CHANGE



AGENCIES, BECOME MODELS TRUST CERTIFIED

As you have seen in this report, only the top 25% of agencies are performing well. Often agencies wish to perform well but don't have the means to accurately measure and identify their performance. Models Trust helps close that gap.

Models Trust developed this report to help in our efforts to bring about positive change in the modeling industry. To shed some light on data backed realities of the type of representation models receive, globally. We want both agencies and models to be confident in their representation. So that the modeling industry builds its present and future from an ethical and sustainable approach. Let Models Trust assist your agency in achieving these objectives.

Becoming **Models Trust Certified** distinguishes an agency from the competition and gives an agency's models confidence in the representation provided. Allow us to conduct a survey with your models. We will compare your results to this benchmark performance report to identify where you stand and where you can go as an ethical and high-performing agency. Results are confidential, aggregated, and completely anonymous.

Agencies, how does your agency compare to the industry benchmark? How well are your models being represented? Do you want the best for your models careers? Are you Models Trust Certified? Find out more www.modelstrust.com



MODELS, SHARE THE RESULTS WITH YOUR AGENCY



SHARE YOUR AGENCY'S STRENGTHS

Is there a strength your agency does well that was mentioned in this report? **Share our report on Instagram and tag the agency** that is high-performing and ethical to compliment them. Encourage them. Thank them.

SHARE WHAT YOU'VE LEARNED FROM THE REPORT

Email your booker, ask if they've seen our 2022 report, and **share some things that you've learned**. If they haven't seen it, **share the report with them**.

SHARE HOW YOUR AGENCY CAN BE MODELS TRUST CERTIFIED

This is a great time to introduce your agency to our Models Trust's **Agency Feedback surveys**. Much like other benefits needed for a model's career (i.e. nutritionist, lawyer, accountant), models who are signed to agencies that conduct our survey and become certified have the extra benefit of knowing they're with a **high-performing and ethical agency**. To learn more, [click here](#).

MODELS, SHARE THE RESULTS WITH YOUR COMMUNITY



Share this report on social media to help models who are:

- In the process of seeking new representation and want an in-depth look of how well agencies are representing models currently
- Thinking of starting their own agency and want to ensure they are ethical and performing at a high-level
- Looking to assess how well their current agency represents them



Share our guide with your community on social media to help models who are:

- Looking for representation in an unfamiliar market
- New to the modelling industry



STAY CONNECTED

[@models_trust](https://www.instagram.com/models_trust)

www.modelstrust.com

info@modelstrust.com





MODELS
TRUST.

THANK YOU FOR
CONTRIBUTING TO A
BRIGHTER FUTURE.