

Comp Card

The Composite Photo Card (Comp Card or Zed Card) helps to get you noticed and considered for projects. A comp card provides a small collection of pictures and basic stats on card stock or rigid paper. It is a standard marketing tool that has been around for many years and is still very essential to have today. A comp card is a relatively inexpensive and versatile sales tool.

Modeling agencies and models send comp cards to photographers, art directors, and others to advertise new talent or to show updated looks or expanded capabilities of an established model. Speaking from our own experience, we have found comp cards very useful in hiring talent. Photographers often maintain a talent file (comp cards) for future projects. In addition, the comp cards make it possible for a photographer to show prospective clients a selection of talent available for their project. Comp cards can be used in other ways, but they remain a very essential marketing tool for a model.

You Begin with Photos

The ultimate success of a comp card lies in the quality of the photographs. This quality comes not only from the level of professionalism and creativity of the photographer and his team, but also from the level of the model's talent. An effective comp card requires an excellent set of photographs. Most important is an eye-catching, grab-your-attention-from-across-the-office headshot for the front of the card. You can have great photos with a poorly produced comp card and still come out with something useful. But bad photos plus bad production show that you are not a professional. High-quality photos, innovative design, and the best comp card production will announce you as a top-tier professional model. In addition to a great headshot, a comp card will have other photos that show your experience, versatility, range, and the type of work you are seeking. For the best result, all of the photos should be the highest quality you can obtain at your stage in your modeling career.

Modern Comp Card Possibilities

Digital imaging and Photoshop have become the standard. Color printing is inexpensive and options are numerous. Black-and-white photography is mostly used for fine art photos, and color is often less expensive. Many new and eye-catching looks are possible for a comp card, and can now include all of the latest graphic design, advertising, and printing techniques.

Comp cards remain a key selling tool for a model so make yours as effective as possible and move beyond the standard format. Use innovative and colorful comp card layouts. Big and small companies are using creative, high visual impact layouts for their advertising and promotional materials. They do this because it cuts through the clutter and gets notice. It also effectively shows the benefits of a product or service to the consumer or client. Bottom line, it works. In selling your services as a model in a highly competitive market, shouldn't you be doing the same?