

PLACEMENT — EXECUTIVE BRIEFING

Industry Placement Briefing

The studios worth applying to, and why

DOCUMENT	PREPARED	OWNER	PAGES	STATUS
IPB-27-015	March 2027	Studio	6	Illustrative sample

The read

Applying to the largest houses is the most common strategy and the least effective one. Smaller studios take fewer applications, give broader responsibility and are where most of the useful work happens — and they almost never advertise.

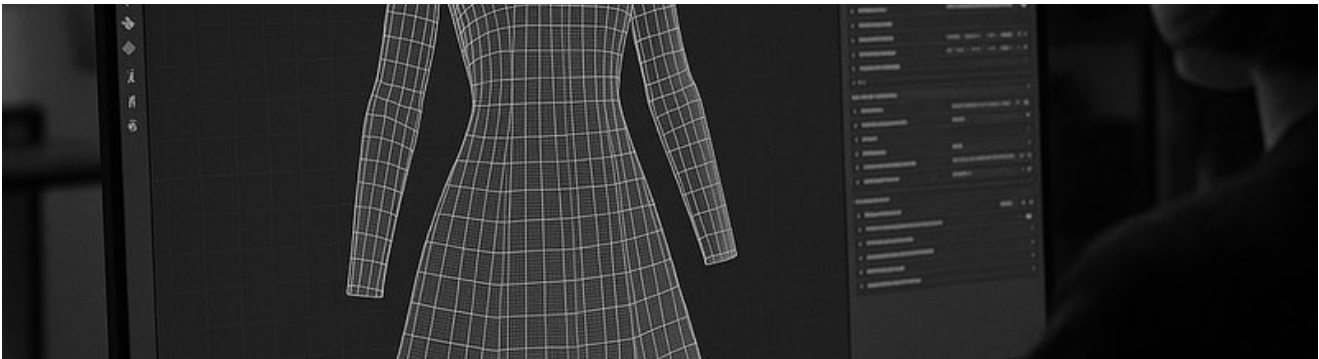
I4 Applications sent	I4 To houses that advertise	O To studios that do not	2 Replies received
-------------------------	--------------------------------	-----------------------------	-----------------------

WORKING

- 01 Portfolio quality.
- 02 The range of work shown.
- 03 Speed of applying.

NOT WORKING

- 01 Targeting only studios that advertise.
- 02 Identical application to every one.
- 03 No approach to anyone not currently hiring.



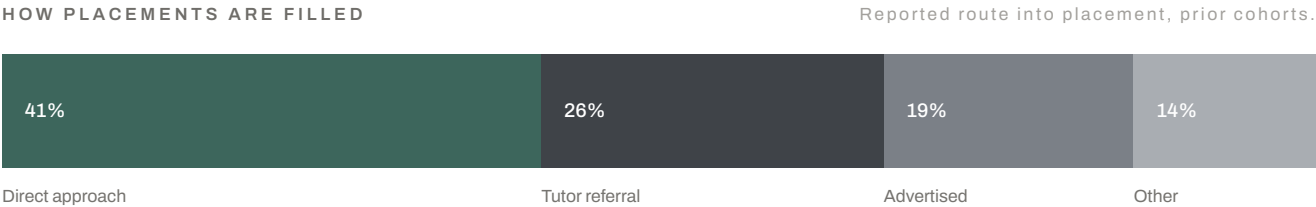
Where the marks are, and where the work is thinnest.

THE RESEARCH · MCLEUKER HOUSE SET

SO WHAT

Fourteen applications to the fourteen most visible places is the same list everyone else sent. The places that do not advertise receive a fraction of the applications.

Where placements come from



BY ROUTE

ROUTE	SHARECOMPETITION	OUR APPLICATIONS
Direct approach	41%LOW	0
Tutor referral	26%LOW	0
Advertised	19%VERY HIGH	14
Other	14%Mixed	0



The part usually left unphotographed.

THE DEVELOPMENT · MCLEUKER HOUSE SET

SO WHAT

Every application has gone to the route that fills the fewest placements and attracts the most competition. The two largest routes have not been used at all.



Assessed on process, presented as outcome. The gap between those two is what most of this document is about.

MCLEUKER HOUSE SET

The approach

WHAT A DIRECT APPROACH IS

Not	A generic email with a portfolio attached
Instead	A specific reference to their work and what you would want to learn
Length	Short. Nobody reads a long one
Attachment	One link, not a file
Timing	Not in the two weeks before a show or market

SEQUENCE

NOW	Ask tutors for two introductions each The second-largest route and it costs one conversation.
+ 1 WK	List twelve studios that do not advertise Smaller, specific, and reachable.
+ 2 WKS	Write twelve individual approaches Individual. A template is visible immediately.

SO WHAT	Twelve individual approaches take longer than fourteen identical ones and go to a route with a fraction of the competition. That is the whole trade.
---------	--

Decisions

DECISIONS ARISING FROM THIS BRIEFING

DECISION	OWNER	BY	IF IT IS NOT TAKEN
Ask each tutor for two introductions	Student	31 Mar	The second-largest route stays unused
Build a list of twelve studios that do not advertise	Student	07 Apr	Applications continue to the most contested route
Write individual approaches, not a template	Student	14 Apr	A template is recognised and discarded
Stop applying to advertised roles exclusively	Student	Now	Effort concentrates where competition is highest

SOURCES AND BASIS

Placement routes — reported by prior cohorts; recorded as self-reported.

Applications sent — the student's own record.

Replies — as received at the date of this document.

ILLUSTRATIVE SAMPLE

This document is a rendered SAMPLE of the Industry Placement Briefing template, produced to show its structure, exhibit inventory and register. The figures in it are illustrative and are not market intelligence. A real run of this template researches and cites its figures with an as-of year for each, or marks them as modelled and states the basis — the rule the template itself carries.