

MEET YOUR PRODUCERS



LAURA EWAN, FSMPS, CPSM
Brand Strategist



LIZETTE NARANJO Production Specialist

AND YOUR PHOTOGRAPHERS



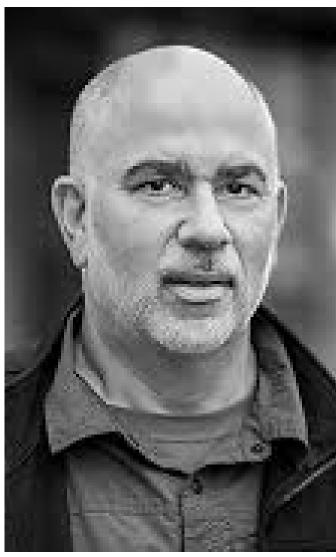
GARRETT ROWLAND
San Francisco



RON BLUNT Florida



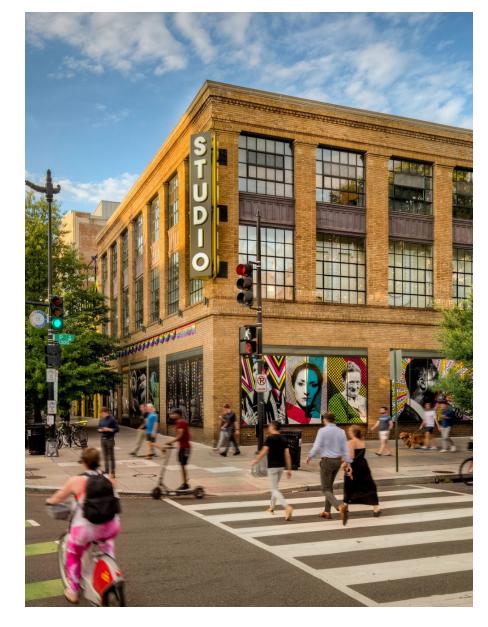
KATE WICHLINSKI

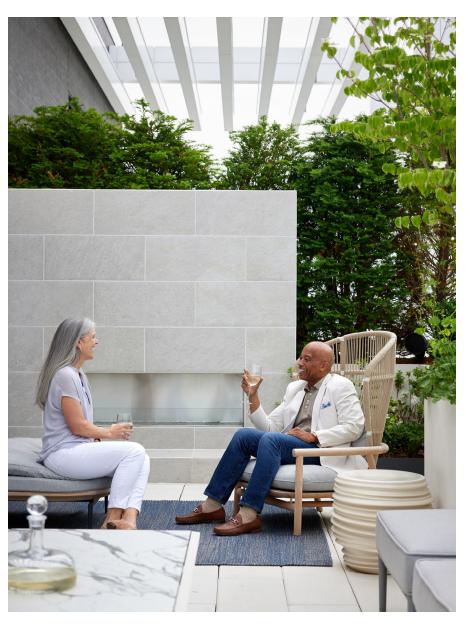


SAM KITTNER
DC

WHAT'S SHAPING BRAND PHOTOGRAPHY?

▲ PHOTOGRAPHY TRENDS







AUTHENTICITY INCLUSION MOBILE-FIRST

A PHOTOGRAPHY USAGE





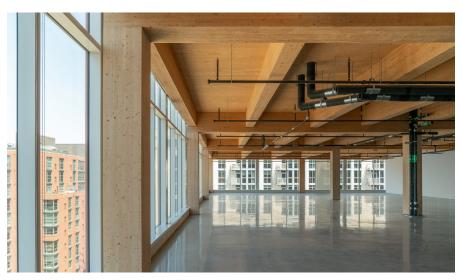


SOCIAL MEDIA

EDITORIAL

HEADSHOTS







CULTURE

THOUGHT LEADERSHIP

STOCK

WHAT DO YOUR IMAGES SAY ABOUT YOU?

Write down three words that characterize your firm based the people and project photography on your website.

WHAT DO YOU WANT THEM TO SAY INSTEAD?

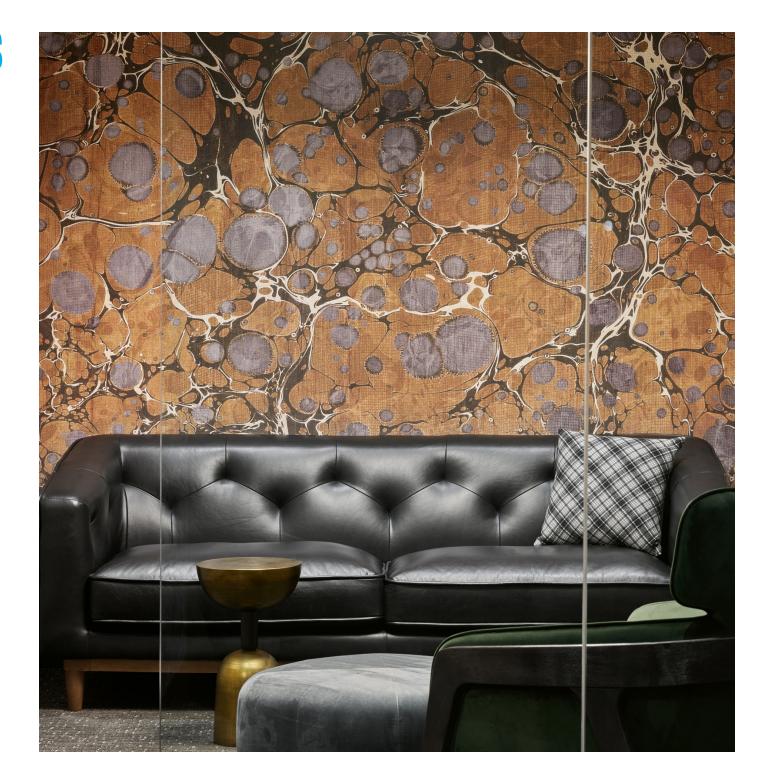
A BRAND PHOTOGRAPHY AUDIT: WHAT IT IS

- A strategic review of all your existing visual imagery to assess how well it aligns with your brand's identity, messaging, and goals
- Helps uncover inconsistencies, gaps, and opportunities across platforms where your brand shows up—like your website, social media, proposals, and marketing collateral



▲ BRAND PHOTOGRAPHY AUDIT: WHAT IT ASKS

- Does our photography reflect our current brand voice and values?
- Are our people, projects, and clients represented authentically and inclusively?
- Do our photos work across key channels (print, web, social)?
- Is there visual consistency in tone, composition, and editing?
- Where are we relying too heavily on stock or outdated images?



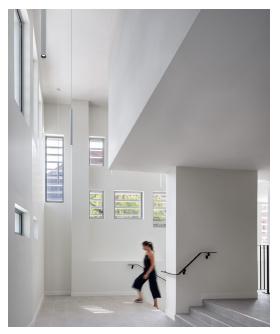
▲ BRAND PHOTOGRAPHY AUDIT: HOW IT WORKS

Recent projects, signature projects, various photographers, variety of shot types, space types, and project types

Design leaders, recent collaborators, process nay-sayers, marketers (of, course!)

Brand alignment, image quality, diversity, technical performance, emotional response, storytelling power, what gets used

▲ BRAND PHOTOGRAPHY AUDIT: WHAT DO YOU SEE?

















A BRAND PHOTOGRAPHY AUDIT: WHAT TO DO WITH IT

WHAT THEY SAID

- 1. "We show TOO much. The successful images leave more to the imagination."
- 2. "It's awkward to be interviewing and see myself—or the same people over and over—in the images."
- 3. "That gold spike ball tchotchke is showing up in everything. We need to switch it up."
- 4. "The design team needs to be more involved but we're strapped for time."
- 5. "Using the same photographers as we always have—and everyone else in DC is using—is making our work look stale."

WHAT WE DID

- 1. Built shot lists to prioritize vingette and detail shots that told the full design story
- 2. Invested in models to better reflect our inclusive values and diversity of our city—as well as each project's target tenants
- 3. Refreshed our prop closet to prepare for known upcoming needs
- **4.** Clarified our process, roles and responsibilities, and tools
- **5.** Researched and conducted strategic outreach to new photographer candidates at a variety of different price points

A RETHINKING THE SHOTLIST: CAPTURING THE FULL STORY

- Invite the entire design team, project stakeholders, and marketing team
- Record and transcribe the session for future reference
- Use a consistent set of questions to reinforce brand-centric storytelling
- Customize supplemental questions by market and marketability
- Collaboratively walk through shot list creation to identify "nice to have" vs. "need to have" shots
- Clarify the project demographic to shape model casting call
- Identify potential roadblocks and partners for cost-sharing opportunities

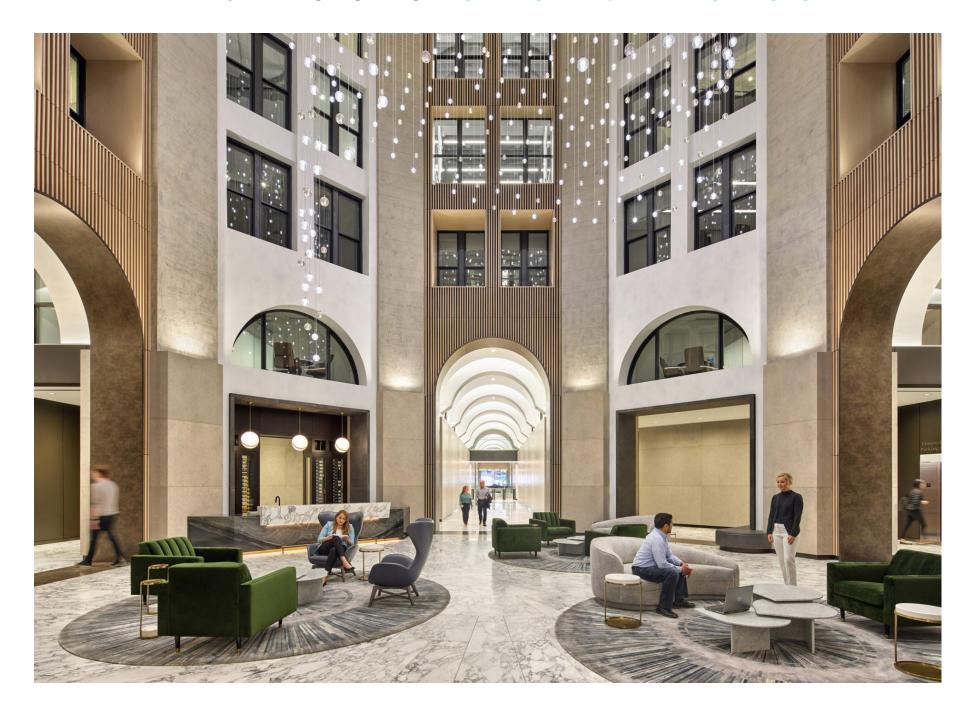








A RETHINKING THE SHOTLIST: CAPTURING THE FULL STORY



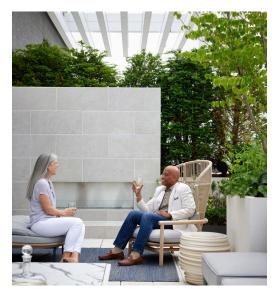






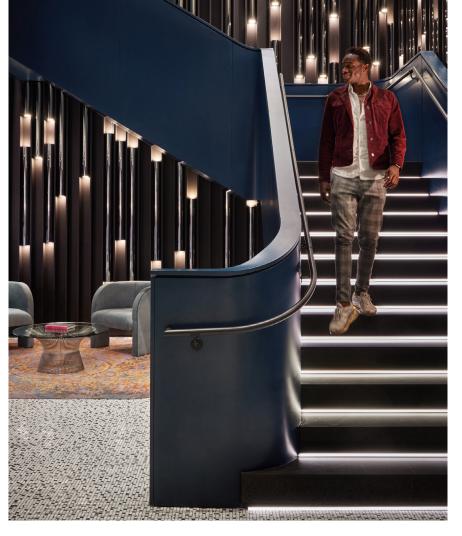


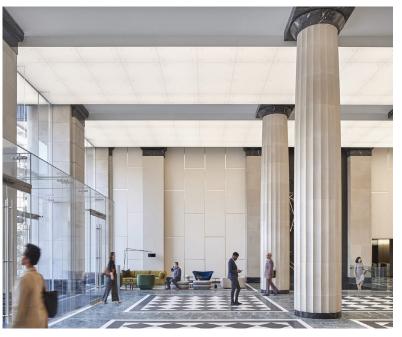
▲ ACTIVATING THE SHOT: HIRING PROFESSIONAL MODELS







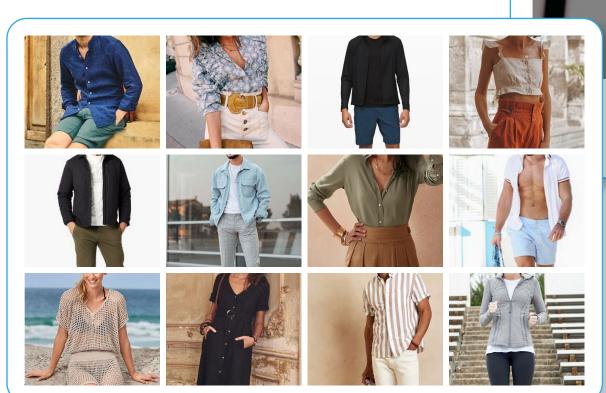


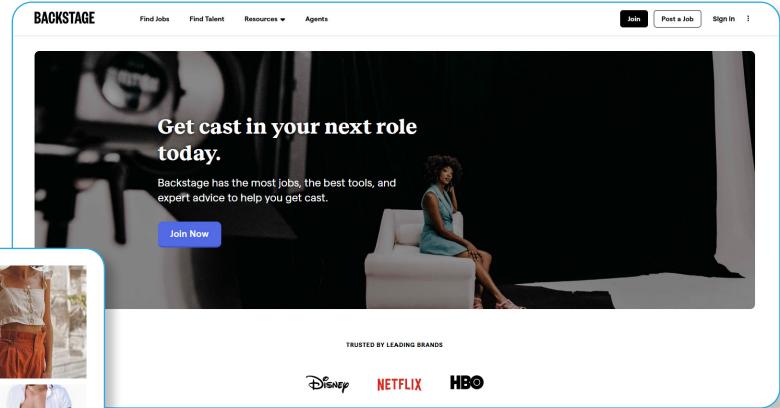




ACTIVATING THE SHOT: HIRING PROFESSIONAL MODELS

- Make the cost case for outside talent
- Create a clear casting call
- Overcommunicate
 EVERYTHING—including attire

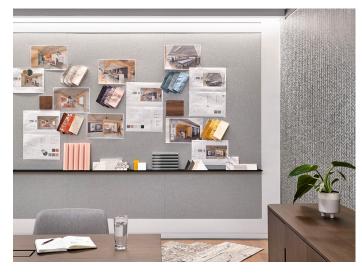




▲ STYLING THE SHOT: INVESTING IN PROPS

- Boost your buying power with a garage sale—make it annual!
- Focus on classic lines, timeless colors, and variety of scale
- Think ahead and buy with purpose document your inventory and identify needs for upcoming shoots
- The basics: water glasses, mugs, wine glasses, succulents and small plants, tall vases, sculptural elements, books, pens and notebooks, laptops, iPads, headphones, backpacks and purses









▲ REFINING THE PROCESS: PRE-PLANNING TOOLS

SHOTLIST | SCHEDULE + LOGISTICS

SHOTLIST SEQUENCING TED THU

TIME	FRIDAY	SATURDAY
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West in Leibby / Recognition



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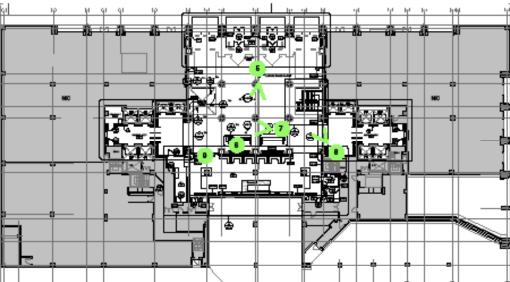
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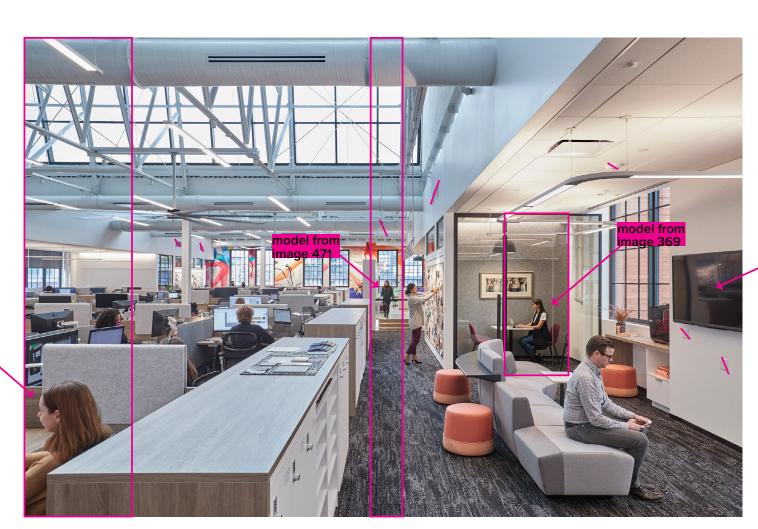
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▲ REFINING THE PROCESS: POST-PRODUCTION TOOLS

model from

image 474

- Communicate ahead of time the level of involvement you want in post-production
- Beware of time commitment required for this level of control
- Communicate clearly and directly
- Make it easy on your design team and the photographer



Cole logo background

HickokCole_Office486.jpg

A REFINING THE PROCESS: CLARIFYING ROLES + RESPONSIBILITIES







The Producer

- Point person on the shoot
- Working with photographer to stay on schedule
- Managing the designer
- Overall art direction

The Assistant

- Point person on details
- Staging the shots
- Managing props
- Returning space to original condition—or better!

The Talent Manager

- Point person for all people
- Managing models
- Communicating with facility staff and users
- Food and beverages—feed your photographer!

▲ UPGRADING PARTNERSHIPS: SEEKING OUT NEW PHOTOGRAPHERS

Review Current Collaborations

- Who have you been using—and why?
- What works well? What doesn't—in terms of both working experience and final product?

Define Goals + Criteria

- Refined visual style aligned with brand goals
- Greater representation (e.g., more women photographers)
- Flexible cost-sharing models
- Broad range of price points to match different project scopes

Conduct Market Research + Outreach

- Analyze images in target publications—what's getting featured and why?
- Identify who publications are using for their shoots or selecting for publish
- Set up meetings with photographers—fill out website forms or ask for warm introductions
- Conduct virtual meet and greets to gather insights and establish connections

Select Pilot Projects

- Identify safe or appropriate projects to beta test new photographer collaborations
- Debrief to decide if they're right for future work

A THE RESULTS











STRONGER STORIES and marketing assets

MORE DIVERSITY and authenticity

BETTER PROPS and fewer headaches

CLEARER PLANS and smoother shoots

SUPERIOR TEAM and collaborations



WHAT ELSE CAN WE SHARE?

