

# Photography & Branding

by

JASON  
BELISHA PHOTOGRAPHER



# VISUAL ATTENTION



Vision is our primary sense that we use to explore the world and store memories. Yeah, we're starting there. Even infants are drawn to things that are visually distinctive from their surroundings - that's actually the metric that psychological researchers use when they conduct experiments on human attention.

Ah, attention. It's nice to have. And in the world of marketing, getting someone's attention is the very first step in building a relationship with them, and eventually turning them into a paying customer.

So, how do we do it? Read on to learn more...



# DIFFERENTIATION



In order to capture our audience's attention, our content needs to be DIFFERENT. An anomaly, irregular. Obviously, your images need to be dynamic and high-resolution. But quality is not enough! The content needs to naturally draw the eye toward it.

What if you saw this ad on Facebook? It is a big red & yellow square in an environment that is all blue. That will effectively draw your eye. Now it has your attention and it can tell you its story.

Compositionally, this image is designed to show you what is important about the product. The drippings point up to the brand name, which matches the white vignette around it.

# DIFFERENTIATION



Well, this is something different... and that's great! This is a historic Atlanta restaurant, located in a historic district. But nobody really cares about that story until - woah, is that burger so spicy that it burned a hole in the earth straight from Hell??

See, the story is the same, but nobody would know if it didn't get their attention first.

# AUTHORITY

Once we have our audience's attention, we can begin to convey the message. One of the most important qualities in branding is Authority.

Not authoritarianism, like a cop or a dictator. But an approachable, trustworthy, and believable authority like a good friend or family member. One who happens to know a lot about something or always seems to be thriving in a certain aspect.

Through photography, you can tell your audience, "We are the authorities in this area. You can trust us to help you."

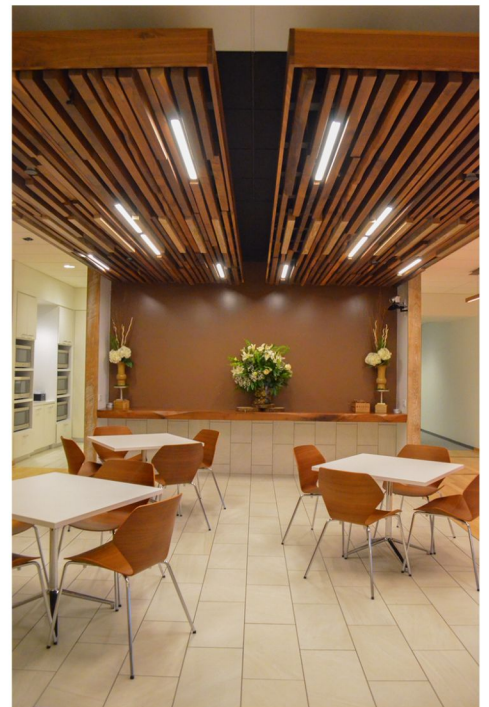


**Look at the subjects of these images... Do you "believe" them?**

# Authenticity

Now we can talk about relatability, familiarity and association. Those are the qualities that result in content with an excellent “stickiness” factor.

The reason they “stick” is because they are, what the industry terms as, “imaginable”. That is, they give the audience an opportunity to imagine themselves in the environment, using the product or meeting the person.



# WHY HIRE A PROFESSIONAL?

"Just use your phone, right? It has a camera. What's the difference? Or even better - Jim's nephew has one of those big fancy ones, let's ask him."

Does any of that talk sound familiar? Considering how good smartphone cameras are, sometimes it's tempting to use it for commercial purposes. I mean, what's the point of all that gear photographers bring around? And besides, Jim's nephew, the one with nice camera - does he really think about photography all day?

Professional photographers study light. We are obsessed with how light is bent by glass and recorded by a digital sensor. We love to use our strobe lights and modification tools to produce exactly the quality of light that the sensor will love and spit back at us an amazing, perfect image.

Now, why don't we use smart phones?

## **DLSR or Mirrorless Camera**

- Variable/interchangeable lenses adaptable for any situation
- Synchronize flash up to 1/8000 of a second
- Full frame sensor has incredibly high resolution & dynamic range
- Shoots RAW format for infinite adjustability in post production

## **Smartphone Camera**

- Small, fixed lens causes distortion in most cases
- Weak LED light only lights face-on (not flattering)
- Sensor about the size of a fingernail, bad in low-light
- Relies on phone's software to process the image, not under control

# WHY HIRE A PROFESSIONAL?

So, why not call Jim's nephew? The one with the DSLR camera.

Well, would he know what to do if the sunlight was too harsh on the day of the shoot? What if it rains? What about the fact that he's never done professional branding photography before and can't contribute any ideas to the project?

The camera does not make the photographer. What counts is the experience we provide. What you're paying for is the feeling we give you. That is the feeling of confidence in your brand, so you can have the peace of mind that people will look at your ad or your website and never forget you. And if I really do my job well, they'll tell all their friends about what they saw.





# IMAGE COMPOSITING



One of my specialties is my ability to shoot and combine several exposures and images together in a carefully-planned and deliberate way to create content with no physical limitations.

You can see in the diagram to the left, all of the assets I had to shoot at exactly the same angle and focal length, with exactly the same light setup in order to be able to believably and realistically composite them in Photoshop.

Images like this take years of training to understand how to plan and execute them. Luckily, they are very effective in attracting attention and are often used in advertising for that reason.

# THE PROCESS

Before we begin biting into your content... I just want to get to **know you**.

That's what our **initial consultation** is about. We'll have a **30-minute phone call** or a meeting, if you're nearby, and just talk about your issues and goals. I need to know if I can help you, or if you're even ready for branding photography. We'll also cover your intended usage and pricing.

Once we're confirmed, I'll ask you to create a **mood board** on Pinterest or a Google Document with some images you've searched for based on our initial consultation. We can then have a **follow-up session**, also either on the phone or in-person, to discuss how to apply your findings to *your* story. This is where the **content is planned**, bearing in mind my "Big 3" (Differentiation, Authority & Authenticity).

Once we know what we want depicted, the **shoot will need to be carefully planned**. The estimate may need to be adjusted depending on certain complexities. In some cases, we've spent weeks on just **pre-production** because of a specific request. Planning is paramount.

...Except for on the **shoot day**. When we shoot, we have fun - no questions asked. Since we've planned everything so carefully, we can now let loose and be spontaneous. That's what breathes life and Authenticity into our images. Don't worry, it's my job to **direct** you. Just trust me, we've come this far!

After shooting, we get into **post-production & editing**. I typically spend a week on this. My clients then get unlimited revisions for **one week** after the first delivery of proofs. The watermark will be removed after the final invoice is paid.

That's it! ...Well, it's kind of a lot. And that's exactly what you'll get. If you were approached by a photographer or content creator who wants to show up and shoot on the spot, you would be very skeptical, wouldn't you?

I hope that clears up any mystery you had about how we plan and shoot the content that surrounds you.

# PRICING

Being that I price my services in terms of complete packages, I typically don't charge for images a-la-carte. I try to bake everything into every package the best that I can, but there will always be specific complexities that will require adjustments. All packages are personally configurable.

Retail Store Package	Includes roughly 30 images depicting team, space & products. All consultations & editing are included.	\$1500
Agency / Office Package	Includes roughly 30 images depicting team, space & lifestyle/culture. All consultations & editing are included.	\$1500
Food Service Package	Includes roughly 30 images depicting front & back-of-house staff, space & menu items. All consultations & editing are included.	\$1500
Half-Day Rate	This includes on-site shooting of anything applicable for approximately 5 hours. We get done what we get done. Necessary consultations included. Limited post-production-revisions.	\$850
Composite Image	Since image compositing is so labor and planning intensive, I can not effectively fit these types of images into my regular packages and must charge on a per-image basis. Please inquire for pricing during our initial consultation.	\$TBD
Usage Fees	Any content used for paid advertising (including social media boosted posts) is subject to usage fees on a per-session basis. This means that the client may use any of the images from their package when they pay for usage. I structure usage this way because I want the client to be able to split-test ads using as much content as they have.	15% of Subtotal

# GET IN TOUCH

JASON  
BELISHA PHOTOGRAPHER

[jason@belishaphoto.com](mailto:jason@belishaphoto.com)

404-457-7674

[www.belishaphoto.com/business](http://www.belishaphoto.com/business)

