

## Creative Brief

The following is a three piece marketing campaign for a photographer named Joao.

So far, all of the clients he has received have been through word of mouth or the discovery of his Instagram page. Currently, he is building a website to showcase his portfolio and advertise his services.

Joao dreams of making a successful living as a photographer, he earns some money from his photography, but he needs more clients. His primary clients are yoga retreats, lifestyle brands, independent holiday home renters, and Instagram models.

After creating a survey and interviewing him about every feature and benefit he can offer potential clients, I understood his dreams and ambitions. The following website text highlights his most vital attributes, aligning with client needs and the type of work he wants to do.

The social media ad aims at yoga schools, retreats, and yogis. Unfortunately, I could not get the photos I wanted from Joao. The photos are from his Instagram but do not clearly represent my vision.

The final piece is to act as a visual flyer. He intends to distribute the flyer around hostels, surf schools, and other tourist/surfer hangouts. His goal is to do more surf photography and get paid for it. Currently, he does it as a hobby with friends.

Every photo in this project except for one was created by Joao.

### Glossary:

Conditions: how the tides, winds, and swells factor into each other, creating different wave types.

Position/positioning: where the surfer places themself in the ocean to intercept the incoming waves. Positioning is more crucial than how you ride your board and is one of the most challenging things to master.

Spray: water emitted from a wave after doing a powerful turn or simply from a strong offshore wind. A good spray is a cherished commodity to surfers.

## About Page/Bio



Oh hey there viewers, I'm Joao from the southern coastline of Portugal. Having grown up on the beach, I developed a strong bond with the ocean at a young age, which influences how I take pictures, giving you **images that ripple through the minds of viewers** due to the ocean-like life force I try to incorporate in all my shoots.

Please browse through my galleries and see for yourself.[\[link to galleries\]](#)

From early on, I was drawn to visual communication, which led me to study graphic design at university. Having such knowledge allows me to create photo shoots and actively guide models, props, and team members in real-time, **creating the perfect image to reflect the depths of your story.**

When I was 25, I grew restless and cast off on a solo trip around Southeast Asia. It was then that I picked up my first camera, igniting my passion for creating visual narratives. Exposure to different cultures led me to experiment with **capturing images in ways that will transport your viewers into the realms of my images.**

With the ocean and photography as my two driving passions, the resulting images lead to pictures with an oceanic tranquillity, placing the viewer in a position of reflection within the worlds displayed. Whether the shoots are for real estate, portraits, lifestyle brands or surfing, **your viewers will know how it feels to be a part of the picture.**

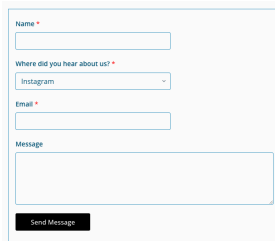
I would be thrilled to hear your ideas and see if we can frame them together. [\[link to contact\]](#)

### **Ways that I can help you get the images you dream of:**

- **By creating storyboards and mood boards**, you can actively visualize the outcome, allowing for adjustments before the shooting occurs.
- **I playfully work with the models**, removing stress from the shoot and unlocking their best characteristics.
- **I have ample experience managing people**, so I can take charge and give directions when necessary.
- **I will edit all your photos**, which can be further adjusted to meet your needs.

### Contact Page

I am always eager to hear other people's ideas for shoots. Please share yours with me, and even if we don't work together we can both learn something from one another.



A contact form with the following fields and a button:

- Name \*
- Where did you hear about us? \*
- Instagram (dropdown menu)
- Email \*
- Message
- Send Message (button)

Welcoming page of the website:

## Creating Visual Storylines of Adventure and Life

Notes: the following subcategories will appear with labels, thumbnails, and teaser copy next to them, making a clear visual statement of his services.

### In-Water Surf Photography

Teaser copy- The surf pics you fantasize being in.



Thumbnail-clickable link to the following page

## Headline- See yourself surf like never before with a personalized in-water photoshoot.

As an avid surfer of all types of waves, from barrels to stylish summer sessions sliding on long boards, I know how to read the waves and **direct you into position to not only get better waves but also receive even more exhilarating pictures.**

You will be left with a collection of photos of you surfing up close, showing the ferocity of the ocean that will transport any viewer to be right there in the line-up with you. You will forever be able to relive the feeling of the wind in your hair and wax on your feet as your fins bite into the water, trajecting you across the ocean's surface as you dance with the waves.

Check out my surf photography gallery and feel the spray.[[link to gallery](#)]

*"It was like having a **surf coach and photographer in one.** Not only was I catching better waves and surfing better, but the pictures I got at the end were better than I ever thought possible. Super fun and highly recommendable!" Julie Flourentine, 26, France.*



**How we will get the best pictures of you surfing:**

- Share your favourite spot with me or where you want to shoot.
- I'll analyze the upcoming conditions and your availability so we can perfectly time our session in the water.
- We will paddle/swim out together, get comfortable in the line-up, and then you will be dropping into waves while I work with you to capture everything.



Cost: 150 euros/90 mins/ 4 people max. Additional costs for + 4 people.

Drop me a line, and let's start planning our oceanic adventure.[[link to contact](#)]

## Real Estate

Teaser Copy - Photos letting your guests begin their holidays while they book.



Thumbnail/clickable link to the following:

Headline: Show the feeling of being on vacation in your property.

With a keen eye for what makes your property desirable, I will show off the subtleties that only become evident after falling in love with being there.

Your prospective customers will be able to **see past the listed features to recognize the emotional values that a person can only feel after stepping over the threshold.**



Please stroll through my gallery and relax inside some holiday homes.[[link to gallery](#)]

*“The photos Joao took of our villa were almost reminiscent of how a child looks at the world. They had an innocent yet playful and whimsical twist that **highlighted features I hadn’t even noticed myself.**” Katrina Orland, 39, AirBnB host, American.*



How I go beyond a mere photoshoot for you:

- **By creating storyboards and mood boards**, you can conceptualize the outcome of your photos before they are taken.
- **I will survey your property before the shoot** to learn when the best time for natural lighting is and take into consideration the surroundings.
- If needed, **I will arrange for any necessary props or models** so viewers can actively imagine themselves enjoying their time there.

Let's plan how guests can start their holiday on your property through imagery.

[link to contact]

Lifestyle and Brands

Teaser copy: Pictures showing the world that's inside of you.





Thumbnail/clickable link to the following:

Headline: Show how your values place you in the world.

With a passion for observing, documenting, and creating stories that reflect how others navigate the world, the photo series I will create for you will tell tales often missed by the naked eye.

Even though they are still pictures, by capturing emotion, movement, light shades, and naturally occurring nuances of the surroundings, **your photo series will have moving layers that go far beyond a simple narration, connecting viewers to share in your feelings and values.**



Take a walk in someone else's shoes by viewing my lifestyle gallery. [\[link to gallery\]](#)

“More than a photographer”

*“Joao’s energy for the shoot led him to be more than a photographer. He acted as a director or scene creator for a play, **going beyond anything we could have imagined or expected.** We didn’t understand it then, but seeing the pictures he gave us, his camera was like an extension of his imagination, **giving us surreal galleries that spoke to our clients, leading to a jump in customers.**” Komang Ashign, 32, BGS co-owner, Bali, Indonesia.*



How I can show more of what you do:

- I will **take the time to understand your values** and conceptualize how to display them visually.
- With the **creation of storyboards**, I will actively guide us on a journey, resulting in a photo series that will say more than words ever can.
- If it is an action shoot, I will synchronize my placement with what is happening, **giving you genuinely dynamic photos.**



Let's chat, meet up, or get straight into the action if it's calling. [\[link to contact\]](#)

Underwater Shoots

Teaser copy- Get breathtakingly unique images



Thumbnail/clickable link to the following:

Headline: Imagine having a set of photos that will forever capture attention, unlike any others.

An underwater photoshoot will give you just that. You or your models will twist, twirl, and flutter through bubbles as hair and wardrobe weightlessly flow in contrast to a deep blue expanse or turquoise-tinted tropical reef scene.

**The possibilities are endless once we go beneath the surface.** It is also a great way to showcase fashion and jewellery.



"So original I had to share them."

*"We used Joao for a fashion shoot on the beach. He suggested we go to the water– **the results were out of this world.** Being underwater added a theatrical component to our summer clothing line pictures that I never could have envisioned." Pola Esquirdo, 44, owner of Salty GypSea, Guatemala.*

*"I never thought I would hang pictures of myself on the walls, but Joao's underwater pictures were so original I had to share them." Kristina Phleming, 31, Germany.*



Take a dive into my gallery and explore what's beneath the surface[\[link to gallery\]](#)

How it works:

- Share your ideas and I will suggest **aquatic locations to you based on water colours, rocks or reefs, and remains of sunken boats.**
- Together we will plan the perfect location to achieve your dream photoshoot.



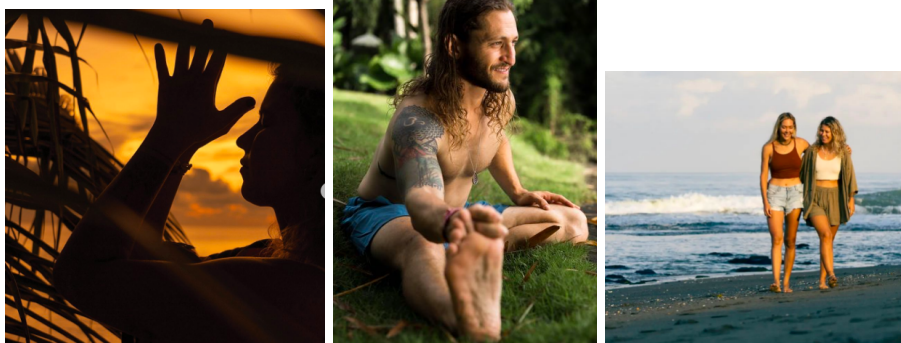
Reach out to explore everything that's possible under the sea. [\[link to contact\]](#)

## Social media/ Instagram ad

One of Joao's more frequent clients are yoga schools and retreats. The following ad targets such companies and individual yogis, encouraging them to hire Joao as their photographer.

Visual Imagery: For this ad, I envision a video of the pictures Joao has taken for a Yoga retreat he documented here in Bali. I would like to see the images flashing by and telling a story of the students' time at the retreat, almost like a flip-book of images.

Text to appear on the image display: ***More Than The Yoga Poses***



Accompanying text below:

**Show that your yoga lessons are more than just the physical acts on the mats.**



**Increase your bookings by showing your students' internal growth.**

*"We have never had such a captivating photo series of our yoga retreats as Joao created for us. Beyond documenting the classes, he created portraits of our students throughout their entire journey with us, **showing that our retreats have so much more to offer along with the yoga poses**" Justin Baker, 57, Ritual Yoga Retreats, Bali, Indonesia.*

Connect now for a free consultation, or visit my website for more information. [link to website and direct message]

Together, let's elevate ourselves.

## Print ad/ Flyer

The following is a flyer that Joao will distribute around his home region this summer. He plans to put them in surf shops, hostels, bars and other hangout spots frequented by tourists and surfers.

To appear above the fold:

A picture of a dreamy tantalizing empty wave waiting to be surfed.

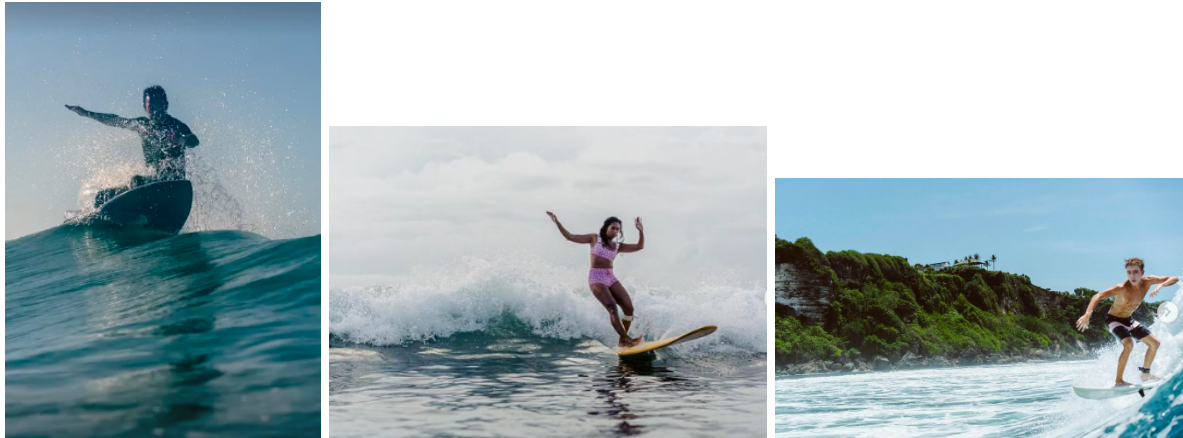
**"Be in the shots you dream of!"**



**Personalized in-water surf photography sessions.  
See yourself surf better than ever, all skill levels welcome!**

Below the fold:

Photographs of different skill level surfers surfing different styles of waves.



Text:

Get ready for one of the funnest sessions you'll have this summer, and pictures to remember it by.

How to get the pictures you dream of and what's included:

- Tell me where you want to surf and we will plan for the best conditions.
- Once in the water, I'll help guide your positioning, not only for the best waves, but for the best pics too.
- Not only will you get an epic collection of **High-Res and edited photos**, but my **in-water coaching and feedback will have you surfing better than ever!**

Cost: 150 euros/ 90 minutes/ 4 people max. Additional charges for larger groups.

Put yourself in pictures like these.

Need more information? Visit my website or get in touch:

[joaotommephotography.com](http://joaotommephotography.com)

Insta: JoaoTommePhoto

WhatsApp: 888-888-8888

Email: [Joaotomme@gmail.com](mailto:Joaotomme@gmail.com)