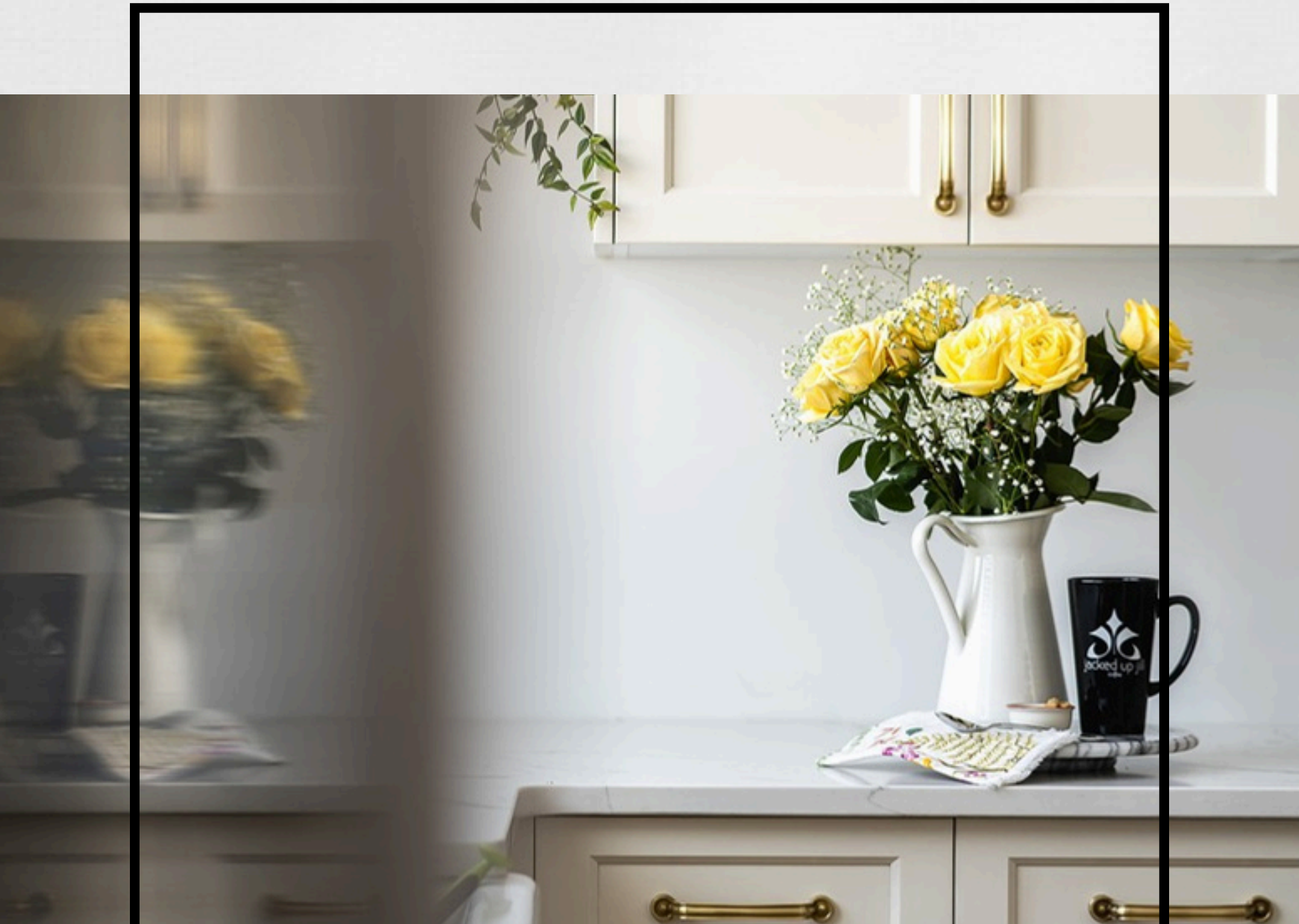


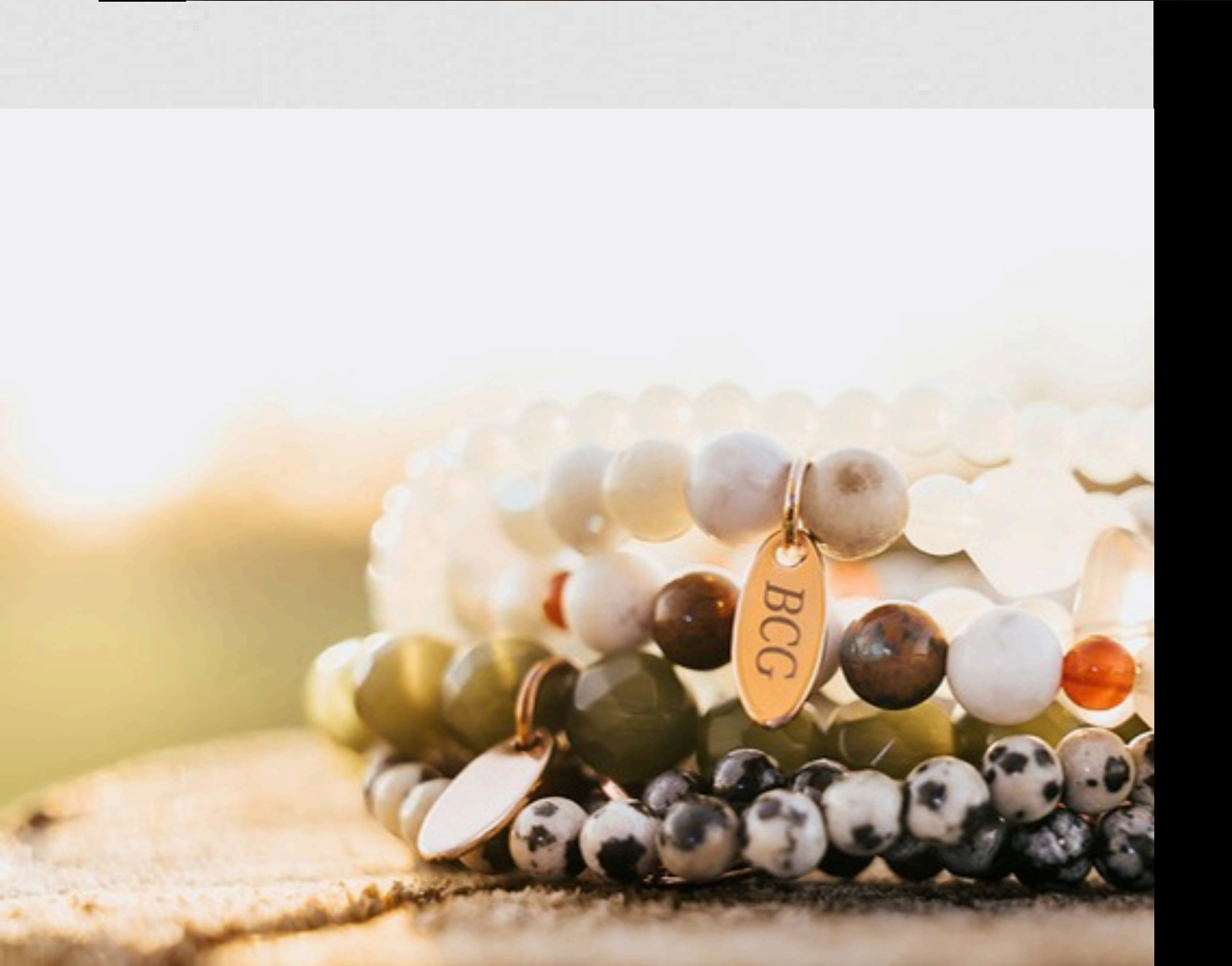
# EXPLORING THE IMPACT OF VARIOUS PHOTOGRAPHY STYLES FOR YOUR BUSINESS



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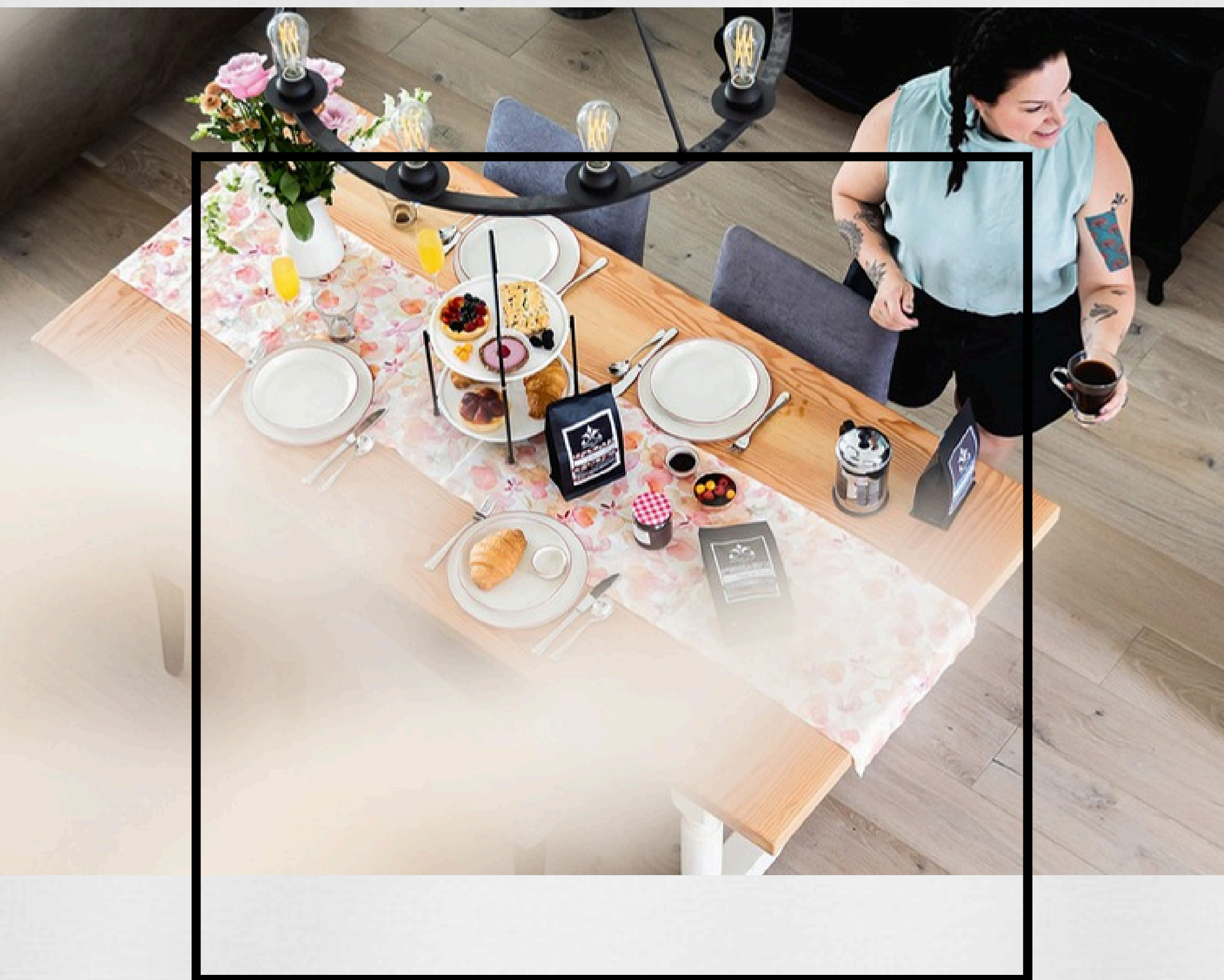
# Welcome

Let's explore how various styles of photography can enhance your brand. From product shots to behind-the-scenes glimpses, each type of photo can boost your online presence, engage your audience, and drive growth. Let's dive in!



# Product Photography Styles

Here, we'll delve into different **product** photography styles: **standard**, **stylized**, and **lifestyle**. Each offers a unique way to highlight your product's features. We're going to show you one product photographed 6 ways. Let's jump right in!





# Standard Product Photography

This involves capturing clear, detailed images of the product against a plain or neutral background, focusing on presenting the product itself. This can be done on a pure white (255 hex) background, often used for e-commerce (see above), or a neutral backdrop for a natural finish (see below).







# Stylized Product Photography

Here, the emphasis is on creative and artistic presentation, often involving unique lighting, props, or backgrounds to create a visually striking image.







# Lifestyle Product Photography

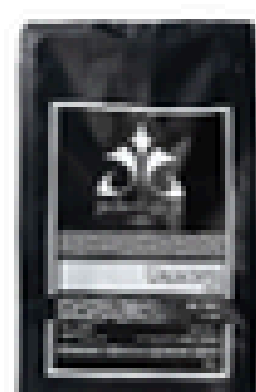
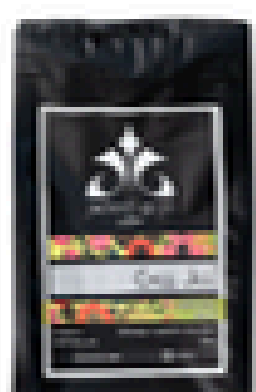
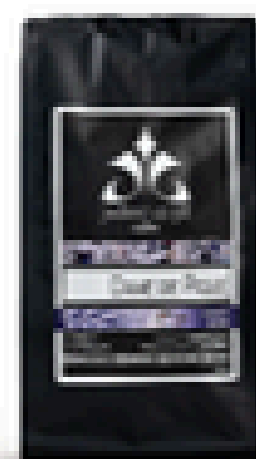
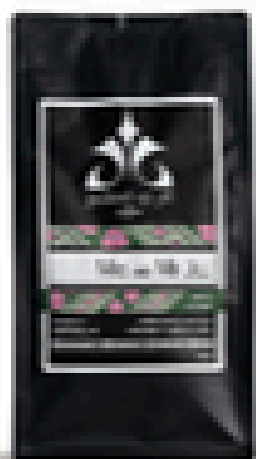
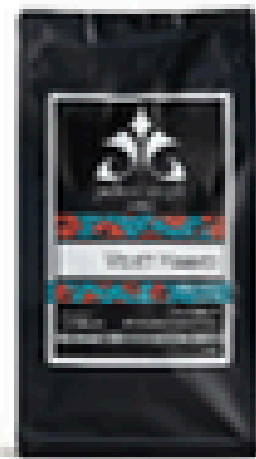
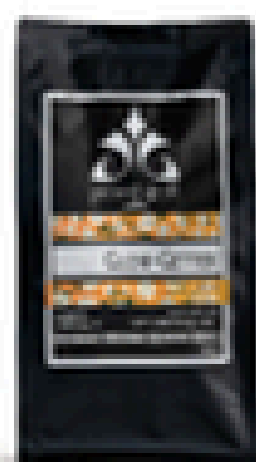
This style involves showcasing the product being used in real-life situations or settings, often to evoke emotions or demonstrate its practicality.





# Consistency or Variety?

Can we have it all? Well, yes, but in the right places. Consistency reigns supreme for product lineups on your online store, ensuring a visually pleasing experience. However, when it comes to website banners, social media, and advertising, variety becomes key in telling your brand's story effectively.



# So where do we begin?

Let's break it down. Begin by determining the places where your products will be showcased. Then, assess the quantity of products needing photography, along with the specific angles or scenarios required for each. If you're planning a stylized or a lifestyle shoot, we'll also discuss the supporting items, models and location needed to achieve the desired results and the number of sessions needed to fulfill them.





# On Location

For businesses with a designated space, capturing the unique ambiance and details of your premises can truly highlight your brand. However, if you find yourself without a specific location, fret not! Outdoor shoots allow us to harness the beauty of natural light and scenic surroundings. A studio offers versatility and flexibility, providing a blank canvas to create the perfect setting.





# Interiors and Exteriors

Bring your audience on a journey and invite them into your space with interior and exterior shots of your business.





# Customer Experience

Beyond the usual headshots and product snaps, let's shine a spotlight on the heartbeat of our businesses – the CUSTOMER EXPERIENCE.

Expand your branding package with an exclusive add-on; real-life scenario modeling. We can supply individuals to authentically experience the customer journey your business offers.







# Your Team

Capture the essence of you or your team to establish a connection with your audience. Choose from professional headshots, lifestyle branding portraits, environmental portraits where magic happens, or dynamic action shots.















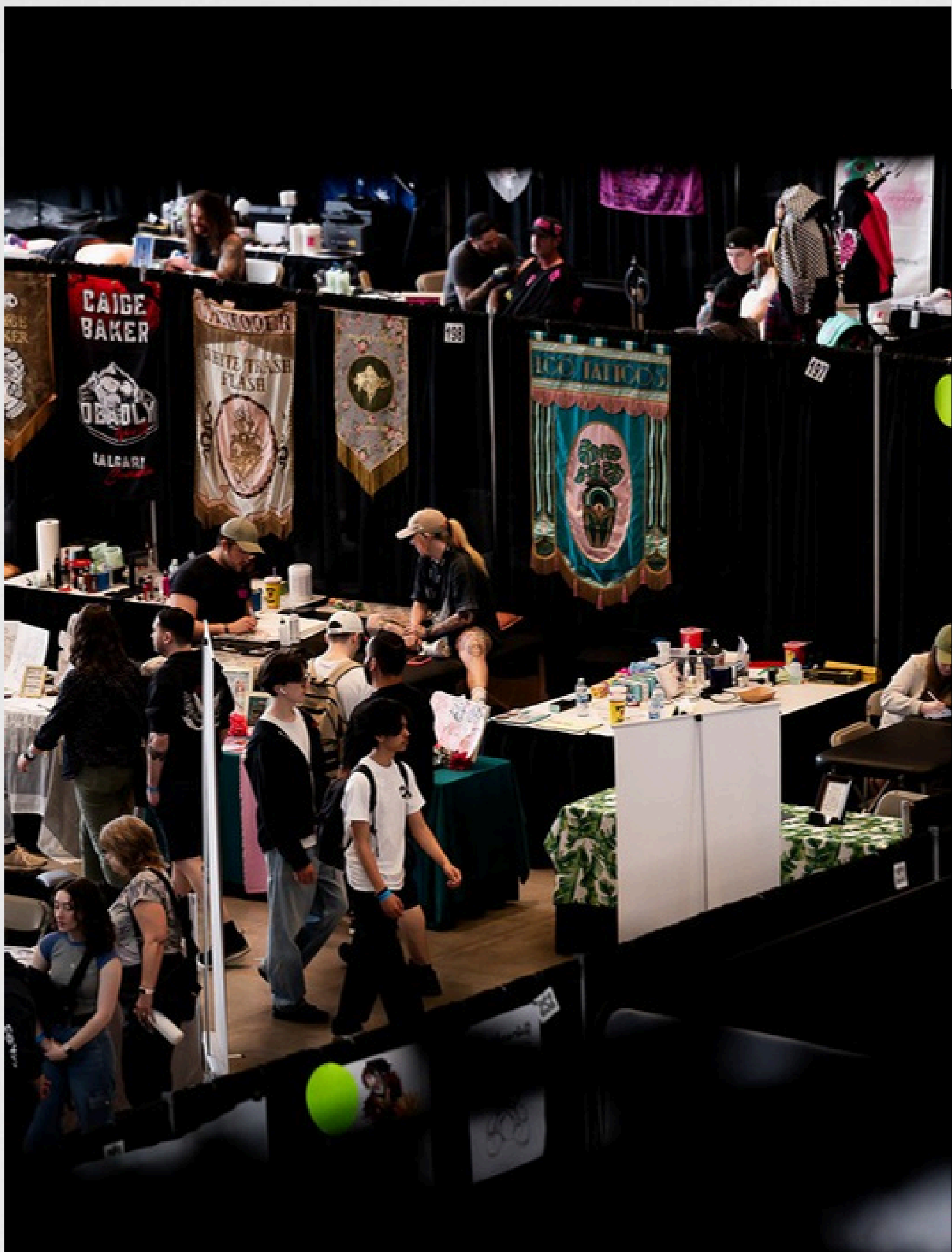
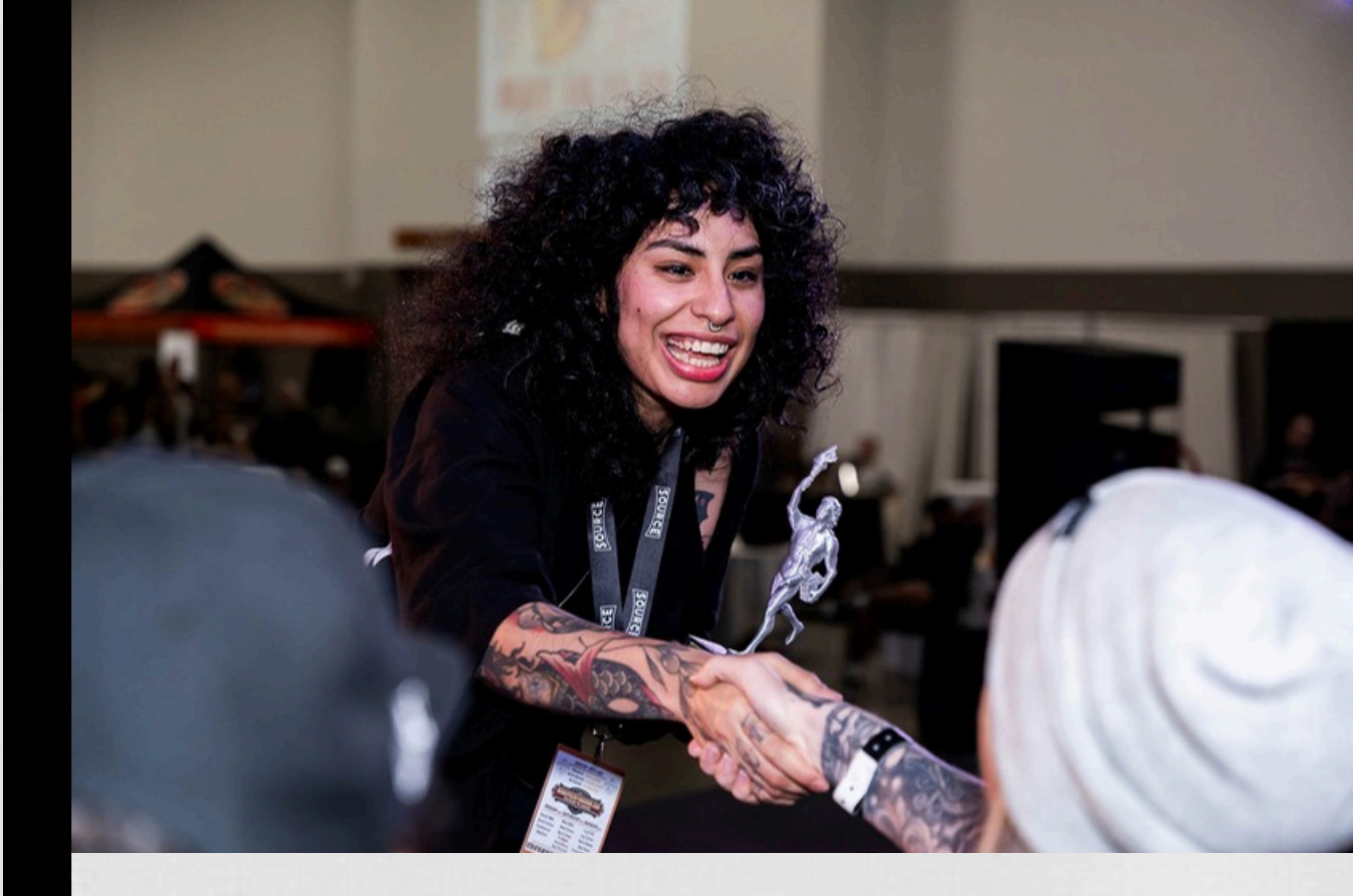
# EVENTS

Whether it's a launch, company anniversary, market, networking event, trade show, conference, award ceremony, fundraiser, corporate retreat, holiday party, workshop, or team-building activity, we'll highlight the moments that matter.

Event photography ensures that every detail is remembered, helping you share the story of your success and connect with your audience in a meaningful way.









# Ready to Get Started?

Let's Chat!

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