

# COMMERCIAL PHOTOGRAPHY

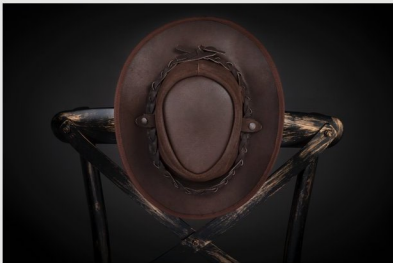
BY LIGHT AND IMAGINATION



Image for Beirut Duty Free

Volume 1

Bringing your products  
and brand to life



## MATT ARNOLD

Being largely self taught combined with an amazing passion for photography gives Matt a sometimes outside of the box approach. With a background in engineering; precision, detail and perfection are always top of the list. Matt loves to craft the clients wishes, values and ideas in to elegant images. He loves to make the ordinary look extraordinary.

Matt has scooped accolades in various genres of photography which include awards from the Society of Photographers, the prestigious Landscape Photographer of the Year Awards and various publications. All thanks to his keen eye and search for perfection.

## RICHARD MAXTED

Former President of The Association of Photographers (AOP) Richard has been awarded many times for his work, including D&AD, The AOP, Creative Circle, The Sony World Photography Award. In 2013 he was presented with an AOP Gold award, the highest award the AOP can bestow. In this same year he was listed in the Lurzer's Worldwide Top 100 Photographers. Richard is a contributor to Beyond the Lens, the AOP's 'bible' for commercial photographers and commissioners.

Since graduating the renowned Blackpool College in the mid 1990s, Richard has worked for major advertising agencies spread over three continents, counting BA, RBS, V&A, Jim Beam, Campbell's and Mandarin Oriental amongst his clients. Richard's work is synonymous with perfection in the world of still life advertising photography.



Image for Camden Watches



Image for Wired Magazine



Image for Skagen Watches

## WHY US?

Matt and Rich have a combined experience of more than 25 years in the business. We have seen nearly every problem you can throw us. Don't believe it? Challenge us!

Your business needs top quality photography, it not only enhances your products and brand, it sets you apart from your competitors and gets you noticed.

Whether it's on your website or social media, poor photography makes your business look poor.

Great photography is an investment in your business, just like any advertising or marketing that you do. It will bring you a return on investment in excess of the cost you paid.

But, you struggle with creating ideas for your business marketing, or you don't know how you want it to look....

Well, that's where we can help, guide and hold your hand. A friendly, relaxed and fun approach with polished and professional execution; that's us!



## SIMPLE E-COMMERCE IMAGES?

E-Commerce images show your product on a white background for website sales.

Simple, right? Well no, not really. This is the point where the customer makes up their mind, your product or the competition. You have seconds before the customer decides. Simply put, it has to look stunning. It has to be colour accurate and it must show your product in the best possible light.



Image for Whyte and Mackay



Image for Netwest

## HERO IMAGES

Everyone needs Hero images for their website. These are the banner and background images that have that WOW factor. The ones that grab the viewer's attention and get them interested to know more.

# ADVERTISING



Cool  
Cups



*Copperfields*  
Cookshop & Homeware Since 1956  
shop@copperfields.co.uk  
01227 273239



Funky  
Forks



*Copperfields*  
Cookshop & Homeware Since 1956  
shop@copperfields.co.uk  
01227 273239

Fantastic  
Things



*Copperfields*  
Cookshop & Homeware Since 1956  
www.copperfields.co.uk  
01227 273239

Great  
Grinders



COLE & MASS



*Copperfields*  
Cookshop & Homeware Since 1956  
shop@copperfields.co.uk  
01227 273239

## Copperfields

Copperfields are a local business that specialise in high quality cook and home wares. A real toy store for grown ups. They asked us to create some social media and magazine adverts that would reflect them as a business. We immediately jumped at this and put our heads together for ideas. Once we had a winning idea, as Rich says, the idea is king, we went to Copperfields and presented this. They were delighted with our approach and allowed us to shop through their products for the items we would need. We then set about producing a consistent set of adverts for them. From image concept, to execution, to colours, to fonts we designed and delivered it all.

Calorie free relaxation



Massage at **PURE**  
indulgence by the sea

Calorie free relaxation



Massage at **PURE**  
indulgence by the sea

Don't be a coconut



Hair Removal at **PURE**  
indulgence by the sea

PURE indulgence by the sea

PURE are another local business. This time, they are a beauty salon. They came to us with a challenge! They wanted to create some unique social media adverts for their business. We were tasked with creating adverts to sell beauty salon services and be different! Playing to their fun natured approach to business and life we got to work. Simple and elegant images combined with messages to create adverts that are both fun and unique.



Image for Cadbury

# SIMPLE THINGS MADE STUNNING

Have a simple product, but want that wow factor? Look no further....



Image for Horwood



# ELEGANT AND TIMELESS



Image for Goldsmiths

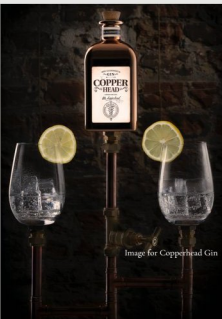


Image for Copperhead Gin



Image for Mandarin Oriental

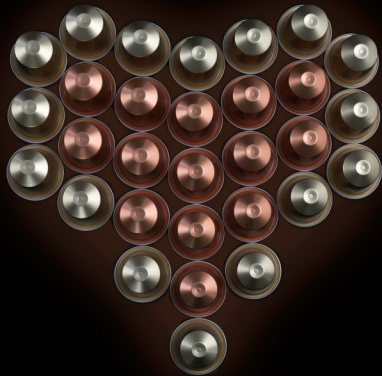


Image for Sunday Times

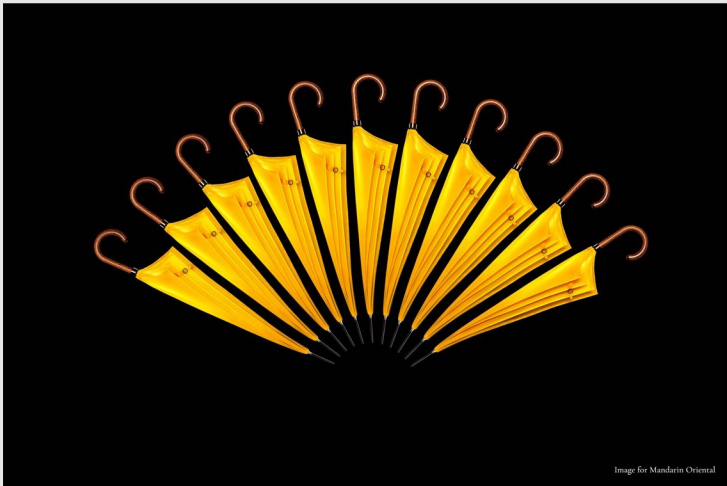


Image for Mandarin Oriental



Image for The Drink Shop



Image for Wired Magazine

# LIGHT AND IMAGINATION

We have our own large, fully equipped studio based in Whitstable in Kent

Get in touch now to discuss your project and let us help you.

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Image for Waterstones

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