



COMMERCIAL

IMAGE LED SOLUTIONS | VIDEOGRAPHY | PHOTOGRAPHY

2018 QLD TELSTRA BUSINESS AWARDS FINALISTS

WEB & SOCIAL MEDIA | LIFESTYLE MARKETING | MEDIA, EDITORIAL & ADVERTISING |
EVENT COVERAGE | BRANDING | COMMERCIAL PORTRAITURE



FOOD & DRINK | EVENTS | PEOPLE | PRODUCTS | ARCHITECTURE | VIDEOGRAPHY & TIMELAPSE

ABOUT LIFE PORTRAITS

WE UNDERSTAND THAT SIMPLY CREATING STUNNING IMAGERY FOR YOUR BUSINESS ISN'T ENOUGH, THE BEST IMAGERY IN THE WORLD IS USELESS UNLESS IT ALSO ENCAPSULATES YOUR BRAND IDENTITY & CORE VALUES.

And that is why we believe LP Commercial Photography are different from so many other commercial & corporate photographers.

We provide high quality & creative image led solutions through commercial photography & a 5 star customer service experience across Australia through our network of dedicated photography specialists.

With over 37+ years of combined experience, owners & lead photographers Andy & Em guarantee a professional service & a fun experience for all their clients.

We provide world class commercial & corporate photography that encapsulates brand identity & core values for marketing & advertising across multiple industries & disciplines including:

- Web & social media marketing
- Lifestyle marketing
- Media & editorial distribution
- Event coverage
- Branding
- Corporate portraiture

We specialise in the industries of

- People
- Events
- Food & Drink
- Architecture
- Products

As well as being expert photographers, our two founding partners, Andy & Em, have first hand experience as brand guardians bringing a greater understanding of brand needs to our client work. We believe our background in design & marketing communications coupled with our skills as photographers makes us the ideal choice for any brand conscious organisation seeking imagery & our clients agree...

COMMERCIAL PHOTOGRAPHY

“ I have contracted them for several shoots both domestically & internationally for both editorial & advertising purposes. Their professionalism & attention to detail are second to none. They execute a brief with a surgeon's precision & are a pleasure to deal with in the post production process. They also have a great creative eye which makes their work stand out. ”

David Wasserman
Managing Director Wasamedia Pty Ltd

“ At all times we have found their services to be delivered to the highest professional standards. The team show a depth of understanding of briefs which they have always delivered and often surpassed on, so much so that some of our magazine editors & advertising staff regularly recommend LP's services to our advertisers & clients. Poor service by them to our clients would be highly impactful upon us so this is something we simply would not do unless we were 100 percent confident of their abilities & professionalism. ”

Melanie Robertson
Marketing Manager Intermedia Group

“ The LP team have proven themselves to be versatile & highly competent in delivering high quality images from a range of developments & sometimes under challenging conditions. The team always communicate well in the lead up to & after each commission. They always deliver on our briefs & perform above & beyond our expectations at a very competitive price. ”

Rachel Stevens
Marketing Manager - Tomkins Builders

“ Emily and Andy are an absolute pleasure to work with. They are both very professional & went above & beyond to deliver me the best videos & photos for my business. We have had such a great response from using the content they have created for video & content marketing on our website & on social media! I wouldn't go anywhere else! ”

Tom Bailey
Director of My Vitamin Packs

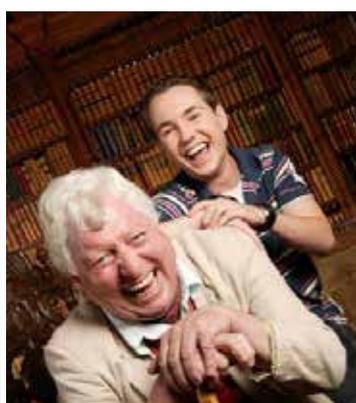


OUR PHOTOGRAPHY & VIDEOGRAPHY SERVICES

We offer a broad range of photographic styles & services to meet the needs of all of our clients. Our key areas of expertise are detailed in the following pages & include:

- General marketing, advertising & lifestyle photography
- Corporate & annual report imagery
- Commercial headshots in both studio & on location settings
- Construction, architectural & interiors
- Food & drink photography
- Product photography
- Media & Public Relations photography
- Film production photography
- Event photography
- Drone aerial photography/videography & geo-mapping services
- Videography - social media & smaller documentive projects
- Timelapse video

Some of our valued clients include:





THE CO-OPERATIVE

CREATIVE & COMMUNICATION SERVICES

LP COMMERCIAL PHOTOGRAPHY HAVE PARTNERED WITH CROSS COPYWRITING + CREATIVE TO EXPAND OUR SERVICES TO ALL OUR VALUED CLIENTS, OFFERING A SINGLE POINT OF ACCESS TO A WIDE RANGE OF PROFESSIONAL CREATIVE & COMMUNICATION SERVICES.

OUR SERVICES

In addition to the world class commercial photography services our clients are already used to, we now deliver a wide range of additional services to assist with your branding & business needs.

Our collaboration means you now have access to an experienced, committed & passionate communication team to drive your communication strategy & to create strategic, relevant communication material for all your marketing channels.

We can now extend our services to include content packaged into easily dispensable bundles – words, pictures, videos – all ready for use.

- Professionally written, relevant content that can be shared in company newsletters, on the company website & on LinkedIn
- Photos & videos, ready to access when needed
- Interesting, relevant, newsworthy articles for industry publications
- Award entries professionally written & submitted on time
- Up to date case studies & CVs, complete with consistent, current photos ready for use by the bid team
- Professionally produced pieces of communication tailored to industry field days / expos / trade shows / conferences / awards ceremonies / publications

We can now help with any & all your communication requirements. Together, the co-operative can deliver a comprehensive strategic communication service.

ABOUT THE CO-OPERATIVE

Our professional team includes photographers, videographers, graphic designers & writers; all at the top of their respective fields. Our team of creative professionals are just that: Professional & Creative.

We can offer our clients a suite of professional communication services. This gives our clients peace of mind and a single point of access through one trusted supplier to a whole range of creative professionals who have been vetted extensively & proved their mettle.

Through our co-operative you now have access to professionally produced communication material that will ensure their business is seen in all the right places by all the right people at all the right times in all the right ways.

ABOUT CC+C

CC+C is a collaborative communications consultancy in Brisbane offering a professional creative service that includes writing, graphic design & photography.

Founded in early 2015, the team specialise in producing quality communication collateral & content for the construction & infrastructure sector. Whatever your needs, Cross Copywriting + Creative make it their business to understand your business strategy, goals & needs.

www.crosscopywriting.com



COMMERCIAL

CASE STUDY: REAL COLLABORATION DELIVERS REAL RESULTS FOR CLIENTS



CONCEPT

LP Commercial Photography collaborated with Cross Copywriting + Creative to plan & create marketing & advertising imagery for a new campaign for Fulton Hogan.

The client identified diversity as a key driver of their business & asked us to conceptualise & deliver an internal campaign that would put diversity front & centre with professional imagery to align with this vision.

THE CLIENT

Fulton Hogan Construction is a leading, fully integrated civil construction & maintenance business that has been building, maintaining & connecting the Asia Pacific Region for over 80 years. One of the key foundations for building their teams are the REAL Values, which stand for Respect, Energy & Effort, Attitude & Leadership. Fulton Hogan's REAL values are promoted company wide.

THE RESULT

LP Commercial Photography & CC+C collaborated and presented a strategically sound creative concept that not only resonated with staff, but also had potential for a recruitment drive, to attract REAL people.

We created professional, emotive imagery with their staff on site portraying those REAL people. The images were used in block mounted A1 posters to display in all FH offices around Australia & NZ. Flyers & post cards were also produced. The posters were unveiled at the National Launch of the Diversity Strategy in an event in Qld attended by FH directors & board members.

Fulton Hogan considered the project a success and have gone on to commission our team for a number of additional projects including documentary videography and timelapse films of projects such as the Roma Airport runway resurfacing.



KEY SERVICES



CORPORATE HEADSHOTS

A good quality business portrait that reflects the character of your business, yourself & your employees is critical in today's world.

All too often the first impression a potential client or customer will receive from you is through online research on your own website, or through your social presence on Facebook & LinkedIn. You need to make the best possible first impression with the best possible imagery.

LP Commercial Photography will create exactly the image you require & we have the experience of working with staff & personalities at all levels from employees to major CEO's, political leaders to celebrities. Our team are experts in settling people in front of the camera & creating striking, impacting & 'on message' portraiture for your business in a cost effective way.

PRICING & PROCESS

We try to make the process of commercial portraits as easy as possible for our clients, so we can come to you. We can either set up a full studio in your premise to minimise staff downtime or we can photograph at any location of your choice on location creating interesting backdrops for your portraits from your daily working environment.

Commercial Portraits Rates:

- \$165 call-out fee & high resolution images are purchased thereafter from an online gallery
- 1-9 images \$82.50/image
- 10+ images, all images come down to \$70/image
- All prices are GST inclusive

Additional costs that may arise:

- Parking
- Additional professional editing like removal of items in backgrounds etc (at request of the client) charged at \$110/hour
- Deep etch editing (background removal for transparent backgrounds) are \$30/image
- Travel + Expenses

NOTE - All prices include GST. All shoots include 50km return of travel, charged at 0.66cents/km thereafter, if over 50km a travel time charge of \$110/hour is charged.



NOT ONLY IS IT CRITICAL FOR YOU AND YOUR TEAM TO MAKE THE BEST FIRST IMPRESSION FROM YOUR PORTRAITURE, YOUR BUSINESS/COMPANY NEEDS TO MAKE THE BEST IMPRESSION POSSIBLE THROUGH ITS MARKETING MATERIAL, WEBSITE, PRESS MATERIAL AND ANNUAL REPORT.

CORPORATE IMAGERY

Stunning imagery that accurately communicates your company's personality & value is critical. On average, potential customers will spend no more than six or seven seconds on your website while browsing, unless there is something to hold their attention. Strong imagery is one of the key elements that can convert a casual browser into an interested viewer & a potential customer.

Brochures, flyers & posters also require the same level of imagery to capture the viewers attention, making them stop & take time to find out more about your company. This is done by presenting a product or lifestyle in a way that creates the desire for further interaction with your company. That's where we come in... working with you & your marketing team to create exactly those images & exactly the right look & feel for your brand.

Similarly, the correct images for your PR campaigns can turn a small story into a page grabber. Having been published in magazines & newspapers in the UK, Asia & Australia, LP can work with your PR team to create impactful images that both satisfy the needs of the media while still communicating your core brand values & story.

PRICING

Every job is different which is why we quote each job on its own merits. We take into account the time required on site as well as post production time, the team required to get the job done & the equipment required. Below is a guide for our lead photographer rates:

Lead Photographer

- 2 hour call out - \$770, 15 images
- Half day (4 hours) - \$1100, 25 images
- Full Day (8 hours) - \$1980, 40 images
- All include a 3 year licence (editorial, web & social)
- Advertising licences are charged in addition to this and detailed later in this email
- GST inclusive rates

NOTE - All prices include GST. All shoots include 50km return of travel, charged at 0.66cents/km thereafter, if over 50km a travel time charge of \$110/hour is charged. Expenses such as parking, flights, accommodation will be charged at cost if applicable.

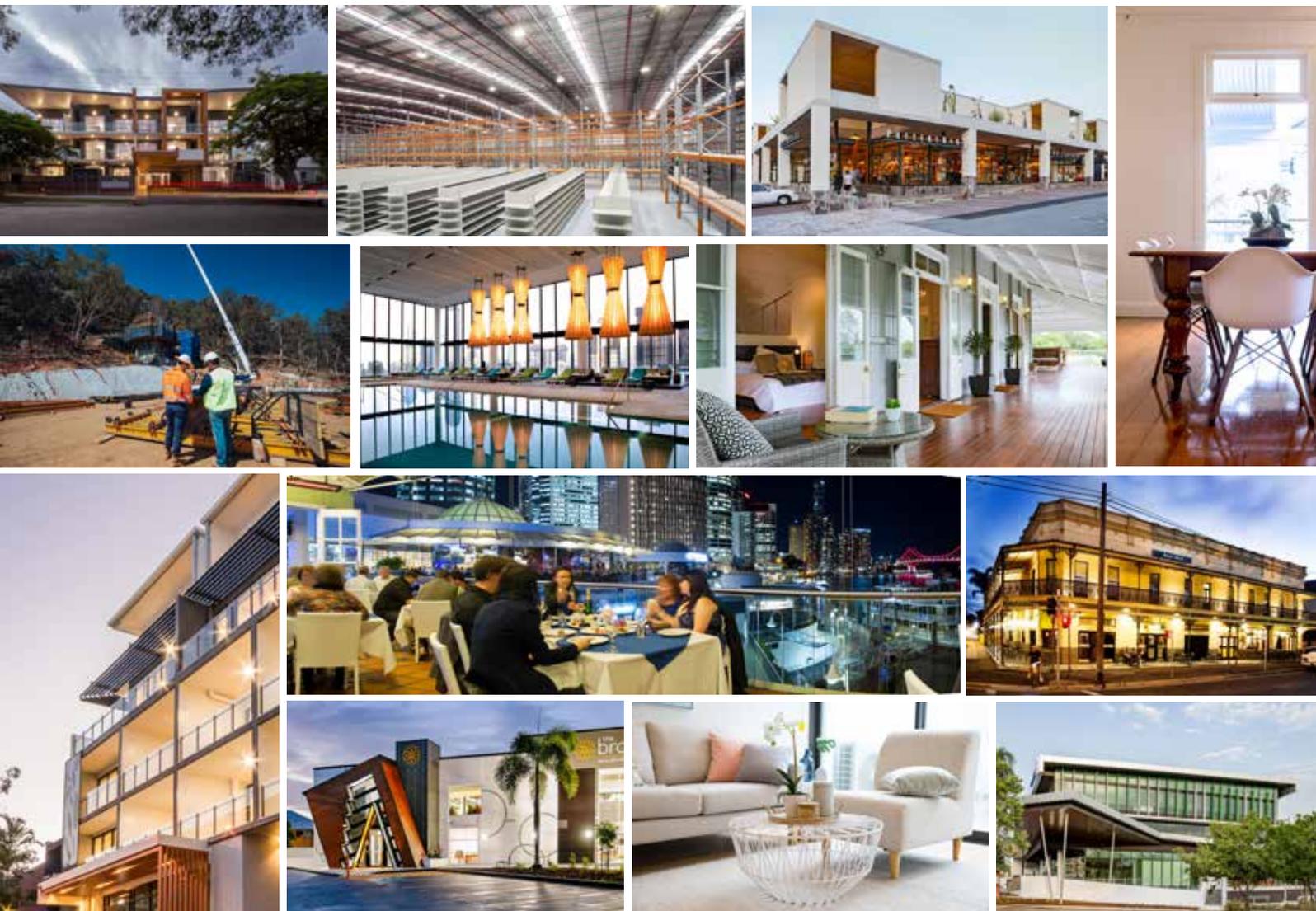


CONSTRUCTION INDUSTRY, ARCHITECTURAL AND INTERIORS

With current & past clients including Acciona Energy, RioTinto, AV Jennings & Tomkins Construction we offer a range of specialist services in the building, construction & architectural industries. We offer high quality site photography, architectural photography of finished developments & magazine quality interior & exterior imagery. Pricing is based off our commercial photoshoot pricing of 2 hour call out - \$770 -15 images, Half day (4 hours) - \$1100 25 images, & Full Day (8 hours) - \$1980 40 images rates. In addition we also offer a range of drone based services utilising a fully licensed drone operator. These include:

- Aerial photography
- Specialisation in widescreen panoramas. - Aerial video (2K & 4K @ 24-30 FPS)
- Aerial mapping including
- Large area orthomosaic/orthophoto stitching (single high-res photo of large site)
- Digital surface modeling (DEM),
- Topographical mapping & 3D virtual model creation (with ability to import to CAD as mesh).
- Aerial inspections including construction & development site progress inspections,
- Site inspections
- Site plan modelling & inspections of infrastructure
- Near infrared (NIR) surveys to produce NDVI imaging of golf courses, pastures, crops, fields, reserves, etc.

All drone & aerial work is quoted on a job-by-job basis. Lead times may be required to secure flight permissions due to localities & proximity to airfields etc to comply with flight & legal regulations.





FOOD AND DRINK INDUSTRY

We work hand in hand with your chefs & food technicians to create beautifully composed & styled food images combining your teams masterful cooking & presentation with our skills in lighting & retouching.

We can provide our own styling, bring in an independent food stylist or work hand in hand with your people to make sure we capture images that reflect the succulent & delicious beauty of your food. LP Commercial ensure that every image takes the viewer on a journey of sensory delights.

We have worked closely with numerous clients large & small in the food & drink industry including Sydney food publicist Wasamedia with a range of their clients, Bars & Clubs Magazine, Schweppes & Bicardi Lyon.

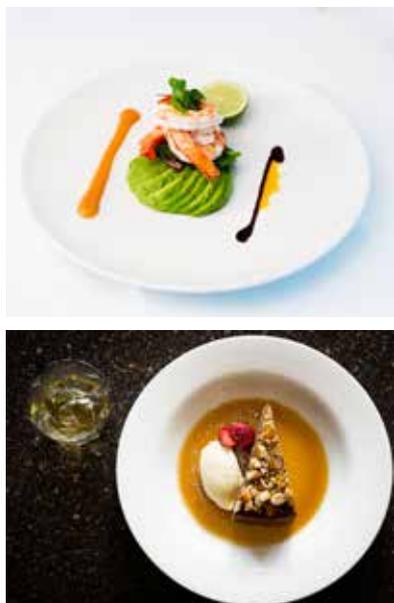
Food & drink is one of our great passions. We deliver a relaxed & enjoyable shooting atmosphere in what can often be a high pressure situation where dishes can sometimes only be at their best for very small time scales, making sure we deliver every time.

PRICING

Every job is different which is why we quote each job on its own merits taking into account the time on site as well as post production, the team required to get the job done & the equipment required.

Pricing is based of commercial photoshoot rates of:

- 2 hour call out - \$770, 15 images
- Half day (4 hours) - \$1100, 25 images
- Full Day (8 hours) - \$1980, 40 images
- 3 year licences & GST inclusive



EVENT PHOTOGRAPHY IS A FAST PACED, HIGH PRESSURE ENVIRONMENT WHERE THE BEST SHOTS HAPPEN IN A FLEETING MOMENT & YOU NEED PHOTOGRAPHERS WITH THE SKILLS & KNOWLEDGE TO REACT TO THE UNFORESEEN AND DELIVER DESPITE OFTEN CHALLENGING LIGHTING CONDITIONS.



EVENT PHOTOGRAPHY

From small launch events to major award evenings, we deliver fast pace high quality imagery ready for media & attendee distribution as well as your ongoing marketing needs & sponsor use.

Our consistent quality approach has ensured us retaining high profile events year after year including:

- The Commercial Radio Australia Annual Conference & Awards
- The Australian Liquor Industry Awards
- The Australasian Hotel Management Awards by HM Magazine
- The Australasian Hotel Industry Conference & Exhibition & many more

As well as delivering high quality images for multiple uses from the events, for some clients we also establish online review & distribution services for media, attendees & sponsors. We can also provide on the day near real time processing ensuring media images are delivered to the press within minutes of being taken.

PRICING

Events are quoted on a 2 hour minimum basis with additional hours charged thereafter. After receiving a brief of the event job we can provide an accurate quote on the photoshoot. As a guide our rates are below:

- Minimum 2 hour call out - \$550, no limit on images, with a full gallery of high resolution images ready for download
- Additional hours thereafter \$220/hour
- GST inclusive rates

Other expenses may arise such as travel, additional photographers, hosted galleries, fast turn around etc.



PRODUCT PHOTOGRAPHY

Striking & professional product photography that accurately communicates your company's personality & value as well as showing the features of the product & emotion around buying this product is critical in making the best first impression with your target market.

LP Commercial Photography are your product photography specialists. We photograph on location at your premise - where we can either shoot "in-situ" or set up a small studio area - or in our studio using professional lighting setups to produce high quality lifestyle, product & in-situation photography.

PRICING

Every job is different which is why we quote each job on its own merits. We take into account the time required on site/in studio as well as post production time, the team required to get the job done and the equipment required. Turnaround time will vary depending on complexity of the items but aim to delivery between 5-10 working days.

As a guide our rates are as below:

- **Setup fee: \$165** (then you purchase each high resolution thereafter)

Number of images	Small Products	Large Products
4-10	\$45/image	\$60/image
11-20	\$40/image	\$50/image
21-40	\$30/image	\$40/image
41-100	\$25/image	\$30/image
100+	\$20/image	\$25/image



Other expenses that may arise depending on job:

- Deep Etching is \$30/image
- Reflective/Transparent background + 50% image cost (due to additional lighting setup & post production)
- Shoot includes 50km return from Brisbane CBD for on location shooting or client can deliver to us to shoot, travel after this is charged at 0.66cents/km
- Express service turnaround of 2 working days + 40% of total fee

NOTE - All prices include GST. All shoots include 50km return of travel, charged at 0.66cents/km thereafter, travel time on top of this amount is taken out of your shoot time. Expenses such as parking, flights, accommodation will be charged at cost if applicable. The images include an unlimited duration licence for editorial, web & social media, & marketing material with LP Commercial remaining copyright of the images. Advertising licences are in addition to this price at x5 the fee.





LICENCING

Under Australian Copyright Law on a commercial commissioned photography job the photographer retains copyright on the created images. As a result the images are licenced for certain uses to the commissioned client. Licence charges vary depending on the usage of the image.

An image licence does two things. It lays out a two way agreement between the photographer & the client as to how the image may be used protecting both parties from

potential misuse of an image. It also puts an intrinsic value on the image. For example, a head shot taken for your website will not cost as much as a headshot which is going to be used in a multi-million dollar global advertising campaign even though both may take the same time to photograph. Fee covers the time, experience & equipment used. Licence charge covers the intrinsic value of the image the photographer creates.

While a licence usage agreement is always required, not all jobs will

incur licensing charges over & above the base fee for a job. This is why we quote for each job individually to enable us to be completely transparent in our pricing & costs.

Life Portraits charge licensing fees in line with the Australian Institute of Professional Photographers guidelines. The licensing of an image is an important part of supply of professional copyright & is a two way agreement protecting both the photographer & client from the misuse of images.

TRAVEL, ACCOMMODATION AND EXPENSES

Our fee includes allowance for travel of up to 50km return from Brisbane CBD free of charge. After the initial round trip of 50km, travel by car is charged at 66c/km or by negotiation if total travel exceeds 400km. Where paid forms of travel are required (Flights, hire cars, taxis, ferries

etc) all are charged at cost as are parking and other out of pocket expenses required by a commission. We are more than happy for clients to book such travel arrangements themselves to allow them to capitalise on any money saving arrangements they have in place. Otherwise large

expenses such as flights will be invoiced & paid in advance. Where any commercial booking exceeds \$5000 in cost 25% of the total cost of the commission will be charged in advance as a booking fee & deducted from the final invoice.

DELIVERY OF YOUR IMAGES, TURNAROUNDS

Images will be delivered in the clients preferred file type, colour space & resolution & can be done electronically or on USB or Hard drive. In general we seek to turn around photography

within seven working days from the photoshoot but this can be shortened by agreement. Where necessary on press & PR jobs images can be turned around same day for media distribution.

Dependent on the size of the job & the speed of turn around required additional charges may be incurred.

CONTRACTS

Full details of terms & conditions including cancellation details etc can be found in our contracts. Every commission requires a contract to be signed before the booking is confirmed.

LP COMMERCIAL



MEET EMILY

Emily has been passionately involved in the photography and graphic design industry for the past decade. She is an enthusiastic creative with a Bachelor of New Media Arts, double major in Digital Media Design and Digital Imaging under her belt.

During this time, Emily has been awarded with the Young Achiever Award, Best Marketing and Public Relations Campaign and many photography awards.

She is a respected graphic designer in her own right with a wealth of experience working within local government, internally for companies such as Rio Tinto and Glencore and in the private sector.

MEET ANDY

Andrew has a wealth of knowledge and skills from his diverse careers over the last 30 years.

Starting out as a photo-journalist he has held roles as a head press officer for large UK Government agency, been the first head PR for Maxxium UK premium alcohol, been the Associate Director of Harrison Cowley and later launched his own freelance photography business utilising all of these skills.

Andrew has been awarded nationally and internationally for his work. During his career Andrew has worked with major brands including Land Rover, William Grant and Sons (Glenfiddich) and the UK National Lottery.