

How to: The most common challenges in food photography

The challenges of photographing wine bottles:

- How to create food photography that works across formats?
- How to ensure food photography overcomes limitations of manufacturing?
- How to create an image that works both small (*yogurt package*) & large scale (*side of a stadium*)?
- How to support your brand architecture while building an image library?
- Can you shoot it once and use it a hundred different ways?

Shoot it once, use it a hundred ways.

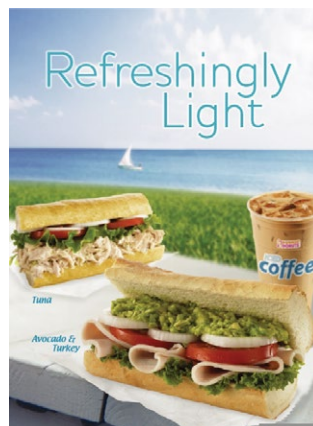
At GoBig when we shoot an item for product launch, we look beyond the immediate project need and plan for all possible future applications. In the following examples you will see how this tuna sandwich was re-purposed in various in-store promotional campaigns. Changing backgrounds gave the same sandwich shot a fresh presentation without expensive location costs or re-shoots.



Original shot isolated.



Initial product launch



Re-occurring Summer POP programs



continued... HT-02

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In-Store Menuboard



Drive through menu board - pre-sell area

Photo Art-direction 101 (Tips):

- Lighting is the other main ingredient in any food photo-shoot. The right lighting enhances detail, color, dimension and appetite appeal.
- Bring a digital version of your layout to the shoot. Insert in-progress shot into the layout. This will ensure you approve the best possible shot.
- Use a good stylist, not whomever is available. The stylist is as important as the photographer. An inexperienced stylist can cost you more than what you saved on the top stylist in your area.
- There's a 10% to 20% deterioration of photography quality in the commercial printing process. Make sure your image has enough contrast to overcome this issue.

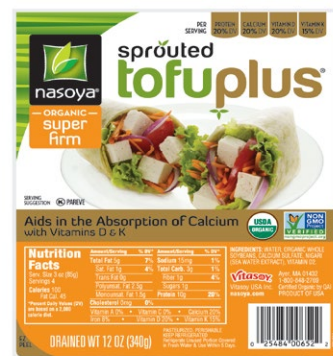
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HT-02

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My product is white and my printer tells me that his equipment has a 3% drop off in gradation. HELP!

Styling and carefully placed shadows helped make the tofu pop in 3 packages.



GoBig's Client list includes:

- | | | |
|-------------------------|------------------------|------------------------|
| Almondina | Vitasoy | Old Mother Hubbard |
| Baskin Robbins | Vermont Farmstead | Bodegas Volver S.L. |
| Cape Cod Potato Chips | WellPet | Winesellers Inc. |
| Dunkin' Brands | Grupo Jorge Ordoñez | Global Organics |
| Florida's Natural | Keurig | Polaner Selections |
| Boston Gourmet Chefs | Nasoya | The Country Vintner |
| Fine Estates From Spain | MS Walker | Atlantic Importing Co. |
| High Liner Foods | Montillo Italian Foods | Cibo NATurals |
| Au'some inc. | Monterey Gourmet Foods | Affinova |
| E-Ink | Pulmuone | Kysela Pere et Fils |
| Bakkavor | Farmwise | Emerald Valley Organic |
| Hollistic Select | Channel Fish | |