



*lola
media*

BRAND PHOTOGRAPHY

IN AUCKLAND & WELLINGTON
Packages and Pricing Guide for 2020

welcome



Let's be real for a second.

Your clients want to know the real you. They want to know you're not perfect, that you struggle too, that you've been where they are now.

When you get Brand photography done, it isn't about creating the perfect instagram feed. It's about balance. You can, *and should* continue to post the authentic, everyday captures of your life right now (where it's appropriate and helpful to your brand).

However, it's important you present a great first impression through high quality photography, then back it up with the real everyday examples of how you roll. After all, you're the expert. As an authority and thought leader on your work, you should have images that reflect that expertise, the quality of your work and the style of your brand to people who don't know you.

Consistent, beautiful photography creates more brand trust and greater brand recognition and awareness - giving you a real competitive edge.

If you want to attract attention to your brand, you need to have a captivating first impression through great visuals.

I'm looking forward to creating scroll-stopping, memorable photos for your business!

Lori

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1 ONE-OFF PACKAGE PRICING

BRAND AUTHORITY PACKAGE

Do you need a lot of images for all the content you create? This package is perfect for you because it gives you multiple locations and outfits, for photos that will last you months.

This package includes:

- Planning and consultation with photography plan and photography inspiration board
- 2 - 2.5 hour shoot in 2 or 3 nearby locations in Auckland and Wellington. Further travel can be quoted extra.
- 2-3 outfit changes (makeup, hair and stylist optional extra)
- 50+ digital images in high resolution, professionally edited, printable up to 20x30 inches
- Private online proofing gallery for you to choose the best images
- Mobile app of your images to share with friends and clients
- Unlimited commercial license - usage into perpetuity (3rd party usage okay - please see license terms at the end)

\$899 +GST



"PEOPLE LOVE MY CREATIVE HERO IMAGE"

My brand images really stand out and are memorable – people love my creative header shot. Lori is brilliant at coming up with creative ideas that show your work in context – without being cheesy or stereotyped."

CHRISTINE SHEEHY
CHRISTINESHEEHY.COM



ONE-OFF PACKAGE PRICING

THE STARTUP PACKAGE

Getting ready to launch a new website? Online course or major marketing campaign? I work creatively with you on this shoot to create images that support your new copy, and make a splash visually through memorable images.

This package includes:

- Planning and consultation with photography plan and photography inspiration board
- 1 - 1.5 hour shoot in 1 location in Auckland and Wellington. Further travel can be quoted extra.
- 2 outfit changes (makeup, hair and stylist optional extra)
- 20 digital images in high resolution, professionally edited, printable up to 20x30 inches
- Private online proofing gallery for you to choose the best images
- Mobile app of your images to share with friends and clients
- Unlimited commercial license to use into perpetuity (3rd party usage okay - please see license terms at the end)

\$599 +GST



"SERIOUSLY THE BEST BRANDING PHOTOGRAPHER IN AUCKLAND!"

Working with Lori is an absolute pleasure...every time! She goes above and beyond and manages to capture the perfect images. Seriously the best branding photographer in Auckland!

YAE LA RABER
THE-CEOHM.COM

ONE-OFF PACKAGE PRICING

THE POP-IN PACKAGE

Need a quick shoot for an event or limited coverage/idea? Some new headshots for that book coming out?

This package includes:

- 15 minute planning and consultation with photography plan and photography inspiration board
- 45 minute shoot in our Warkworth studio or 1 location in Wellington. Further travel can be quoted extra.
- 2 outfit changes (makeup, hair and stylist optional extra)
- 5 digital images in high resolution, professionally edited, printable up to 20x30 inches
- Private online proofing gallery for you to choose the best images
- Mobile app of your images to share with friends and clients
- Unlimited commercial license to use into perpetuity (3rd party usage okay - please see license terms at the end)

\$399 +GST



FIONA MCKAY
FIONAMCKAY.CO

"WITH LORI'S AMAZING PHOTOGRAPHIC EYE AND TALENT FOR DESIGN I FEEL EXCITED AND CONFIDENT"

I wanted Lori to capture the essence of me and to provide an introduction of me both professionally and personally- images that allowed potential clients to get a sense of me and what I do. With Lori's amazing photographic eye and talent for design I feel excited and confident about launching my new practice."

2

RETAINER PACKAGE PRICING

INFLUENCER STATUS

Do you have on-going visual needs? Solidify and grow your brand photo bank, you'll have new images regularly while building a library of images to choose from, making your content fresh and easy!

Get fresh content quarterly and save!

This package includes:

- Planning and consultation each quarter
- 2 hour shoot every quarter in up to 2-3 nearby locations in Auckland and Wellington. Further travel can be quoted extra.
- 2-4 outfit changes (makeup, hair and stylist optional extra)
- 50+ digital images in high resolution, professionally edited, printable up to 20x30 inches
- Private online proofing gallery for you to choose the best images
- Mobile app of your images to share with friends and clients
- Unlimited commercial license to use into perpetuity (3rd party usage okay - please see license terms at the end)

\$2800 +GST

A \$3400 VALUE, ONLY \$700+GST PER SHOOT PER QUARTER



TUI FLEMING
TUIFLEMING.COM

"SHE BRINGS HER IDEAS AND VISION TO THE TABLE IN ALL WE DO..."

"Working with Lori is like working with a friend. She listens deeply, is considerate and deliberate. She goes beyond the requested development and brings her ideas and vision to the table in all we do - whether it's photography, styling, website design or other collateral production. Our relationship is a partnership, not a briefing transaction. I can rely on Lori and I'm very grateful to have her on my team."

3 PORTFOLIO

I have been a photographer since 2009, specialising in portraits, lifestyle and products. However, it's only part of my skillset - I am first and foremost a branding expert who works in graphic design and website development. I bring that knowledge to my photography work - helping my clients express their brands better through personality-infused imagery that fits as well on their social media feeds as it does their websites.



"MY BUSINESS SECRET WEAPON..."

"Lola Media is my business secret weapon - it's so much easier going to one provider for all my tech and visuals. It's a streamlined approach that saves me both money and time as everything needed is in-house. Photography, branding and design in a seamless experience for all my marketing needs."

CAROLYN COX
GREENBUSINESSHQ.COM





entertaining, educating and uniting the way we think, feel and act.

To be inspiring is to uplift people with the urge to act anew, to think afresh. Inspiration is at the heart of great leadership. Applying the magic that leads to action. Properly harnessed it is the wellspring of all great achievements.

People are united by what they care about. People long to be moved, to be inspired and to be passionate. They want to be a part of something bigger than themselves. They believe they can achieve the extraordinary.



4 LICENSING & TERMS OF USE

IN PLAIN LANGUAGE

If there is one industry that has grown and changed over the years, yet still remains variable in its pricing structure, it's photography. For this reason, you get a lot of grey area and differences between photographers which can lead to communication problems that erode business relationships.

Lola Media likes to take the grey area out of image licensing. To find out what goes into photography pricing, you need to know what goes into the work of professional photography. For a typical 1 hour session there is 6-8 hours of work which includes, planning and consultation, travel to the location, the shoot itself with professional equipment, professional editing, software programs, computer equipment and final preparation of images afterwards. All of which takes time and skill to produce high-quality, scroll-stopping work.

So while some may equate pricing simply with the length of the session - this isn't the case for photographer's who work before and after the session planning, visioning and editing, not to mention the years spent perfecting their craft and investment in high quality equipment!

A NOTE ON COPYRIGHT

Imagine you are a book author and someone takes your carefully crafted words, copies it and then edits the words so they no longer 'sound' like you, yet your name is still on the cover of the book. You'd feel compromised, since it's no longer 'your work'... Please be mindful that this is what happens when a photographer's image is given to third



parties, such as media companies and may be edited outside of the photographer's knowledge.

While it's fine to add text, frames, and other graphics as you see fit to enhance your brand on images we create together, there is a limit when it becomes an entirely different image through compositing (blending two images together).

In such case by case usage, Lola Media requires you to purchase the full copyright of the image which is \$250. This is substantially lower than what traditional media

companies pay for an exclusive rights to an image, so please send your images to third parties with care and please notify us where they are going so they can be properly credited when published in print (credit or 'attribution' is not necessary on social media or your website however it is welcome and always appreciated).

THE WHY AND WHAT OF LICENSING

When photographer's create a commercial image, or any image for that matter, the creator is always the copyright holder. When we give these images to a commercial client, photographers are not selling images to you, but rather, **leasing them according to a set time period and intended use**. Yes you pay for the time to create our shared vision and this is what much of the fee covers, however, each client is unique and has varying demands for the images, so we can't possibly rely on this fixed fee to cover all the possibilities.

Therefore, issuing a license allows photographer's to provide images according to a client's specific needs while maintaining original copyright..

Without a license, a client is completely free to interpret the usage rights however they wish and this can lead to some rather unpleasant situations. A license protects us from possible disputes with terms both parties can feel good about. The following licenses are our ticket to a safe and prosperous long term business relationship.

WHICH LICENSE DO I NEED?

We have kept our licensing both affordable and simple. We recognise the industry has changed and needs to keep up with the demands of solo business owners who have various needs for their imagery.

To determine your license, think about your business growth plan. You are safer with a full license if you plan to grow quickly, but if you are just starting out and your needs revolve solely around you and one-on-one clients and you are not engaging media companies, you can use a limited license and purchase a full license later for a particular image.

Our cheaper packages offer a limited license, especially when the shoot is short and for a specific purpose and use. On the following page, you can determine how you want to use your images and what license would be needed.

HOW DO YOU WANT TO USE YOUR IMAGES?

WHERE & HOW LONG YOU USE THEM

Since needs vary per client, please consider how you want to use your images and how long for? Do you want them indefinitely for social media/ your website / marketing materials and ad campaigns?

WHO USES THEM: YOU OR THIRD PARTY

Or do you anticipate handing them to third parties such as PR companies, media agencies, book publishers? These are very different uses, but many of my clients may start out only using them for their website, but down the track they want the flexibility to use them in PR campaigns, print media and larger websites, such as Huffington Post, with wide viewing audiences.

SIZE OF PRINTING: ONLINE OR PRINT OR BOTH?

Another factor on pricing is the size of the images you need provided. How big might you want it printed? Will you have your images on large banners at events? Or is it mostly online usage?

PRINT RELEASE: DIGITALS THAT CAN BE PRINTED MULTIPLE TIMES

Since digital images can be printed as many times as you like and wherever you like, they are priced higher than an individual print copies. If you print with me however, you can receive professional prints at reasonable prices if you have purchased the digital copy. If you purchase a print with me, you also get the digital copy of the image if it is 8x10 and over.

UNLIMITED COMMERCIAL LICENSING

To make the use of these images as easy and convenient as possible, unlimited commercial licensing means you may use these images for your use in your business: editing of images (up to 50% of image may be edited by you. ex. Add text, graphics, logos, add overlay/filter ok - removal of background, cut outs not okay and needs full copyright purchase.

- Social Media
- On Your Website
- On Your Advertising Campaigns, Print And Online
- For Public Relations Companies
- Media And Marketing Companies
- Print Use In Magazines
- Print Use In Books
- For Unlimited Amount Of Time

Restrictions

You may not sell these images or allow the modification of the images when giving to a third party in order to protect the integrity of our work together. If you require modification, please notify me in writing and I will make the necessary modifications at my hourly rate, \$75 for clients (normally \$125)



LIMITED COMMERCIAL LICENSING

A limited commercial license means you can use these images for your own marketing and limited marketing print use, but you may not:

- Give images to third parties such as PR or media companies to use as representation of you
- Use image in a large print run such as a book or magazine with distribution over 80,000 households or a website that has over 100K pageviews per month.

Restrictions

You may not sell these images or allow the modification of the images when giving to a third party in order to protect the integrity of our work together. If you require modification, please notify Lola Media in writing and we can make the necessary modifications at our hourly rate, \$65 for clients (normally \$85) otherwise full copyright of the image can be purchased for \$250 and you have free use of the image.

If you have purchased a limited license image and wish to extend it to full commercial license you can do so for an additional \$50 per image.

EASY PAYMENT TERMS

50% DEPOSIT OR PAYMENT PLAN

Ready to get started? A 50% deposit is due to begin, an invoice will be issued and a contract sent. If you want to do a payment plan, this can be arranged on a monthly or fortnightly basis.

The final invoice is due to be paid before final images are released.

All requests for edits or changes to the images - regardless of meetings or phone calls - are expected to be made in writing.

Please refer to the project agreement for further service terms and conditions.

**READY TO ACCEPT THIS PROPOSAL?
OR STILL HAVE QUESTIONS?**

Email us at lori@lolamediadesign.com





ABOUT LOLA MEDIA

Lori creates digital assets for your brand based on solid foundations and 15+ years of experience. She has an eye for capturing your unique qualities resulting in visuals that stand out from the crowd. She loves to show your work in context so your ideal clients can picture themselves getting the results they need from you. Lori has been featured in both print and digital media and works with many local brands you know and trust.

Condé Nast
Traveler

H nzherald.co.nz

Junction
magazine

VIVA

redgraves
home fabrics
THE ART OF TEXTILES

SCULPTUREUM

d&a
denis curina associates

500

SLEEP SYSTEMS NZ
INSPIRED LIFE IN SLEEP

Two

ACCEPT PROPOSAL?