

Case Study

Lens Legacy

Summary

We did some free business promotional photography for Blooms Gardening Center in Marion, IA. This was not only a piece for them but for our business promotion portfolio as well. Overall, we had a great time being able to capture their multiple shops. But there was one key issue that we had to work around when photographying this business.

The issue we had.

This franchise is owned and operated by local Iowans. They have lots of staff. Some of our ideas we had we were not able to implement into the portfolio for this company. The reason why is because none of their staff members or employees wanted to have their photos taken. This made it very difficult to capture the true atmosphere and emotion that the stores invoke from their customers. We had to make it work, with candids of the plants, other gardening materials, and the cafe portion of the shop.



How we solved this issue.

Due to not being able to include the employess in the photos we tried really hard to take photos of basically everything that the store offers as product. We used different angles and different sources of lighting to help make sure that the photos not only weren't all the same but added depth and the same emotion that a customer would have when shopping in this establishment.