



The Food Group  
We Make Food Beautiful

Sample Deliverables and Costing

# Häagen-Dazs

## Social

- 1 day, 7 images, 1 GIF, several variations.
- Developed the creative brief, produced, art director, food stylists, prop stylists, 1 recipe developed, photographer, retouching, included 1/2 hr o/t.
- Made flexible images that could be cropped to fit several formats.
- Explored a new look and feel for them, including “mess” & texture of ice cream.
- All in studio shooting.





# PepsiCo

- 2 days, 15 images, minimum 2 versions of each.
- Developed the creative brief, produced, art director, food stylists, prop stylists,, photographer, retouching.
- Made flexible images that could be cropped to fit several formats.
- Built sets, all in studio shooting.







Suggested Serving | Présentation suggérée



Suggested Serving



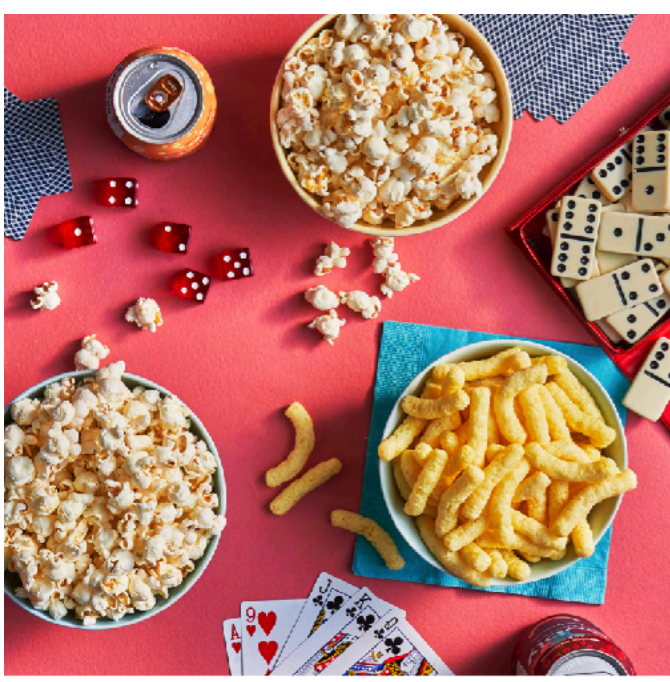
Presentation suggeree



Suggested Serving



Suggested Serving



# The Little Potato Company

- 2 days, 27 images, 5 videos, 3 recipes developed, 3 hand models
- Developed the creative brief, produced, art director, food stylists, prop stylists, 3 recipes developed, photographer, retouching, 3 models.
- Made flexible images that could be cropped to fit several formats.
- Explored a new look and feel for them, created based on new colour profile supplied.
- Built sets, all studio shooting.













# Epicure

## Catalogue

- 3 days, 2 sets, 46 images
- Worked off art direction supplied, produced, art director, food stylists, prop stylists, 1 recipe developed, photographer, retouching, included 3 models.
- Made flexible images that could be cropped to fit several formats.
- Created sets, including a river in the background of campsite. All in studio shooting.





