



# Bespoke Commercial & Personal Branding Photography

XC PHOTOGRAPHY UK

**SIMPLICITY & ELEGANCE**



Book Your  
**FREE**  
Discovery Call

Stand Out for  
Being  
Outstanding



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# Bespoke Commercial & Personal Branding Photography

## First impressions make a BIG difference!



## Stand-out style

The right imagery is key to making the right first impression. It will help you connect better with your followers and ideal clients. It will also increase your online engagement and allow you to stand out in the newsfeed.

Do you struggle to create exciting and engaging content to tell your business's unique story?  
Do you find it hard to post regularly to social media because of a lack of attention-grabbing images?  
The way you present yourself and your business visually can be the difference between a successful campaign and audience engagement or zero click-throughs and zero engagement.



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It's our mission to make you:

- Stand out for being outstanding
- Make the perfect first impression
- Look and feel confident
- Build online authority
- Connect with your audience
- Reach your ideal clients
- Build a loyal following
- Increase your brand identity



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## Making the ordinary extraordinary

Photography is one step on the journey to achieving your brand's identity. We'll start with your discovery call, to help understand what you do, why you do it, and who you are doing it for, to understand your ideal audience.

With a range of services, every package is tailored to your specific needs. We'll edit your photos to create the perfect images for you, working closely with you to ensure that the selected images share your vision and goals. We will make you appeal to your ideal audience, and make you stand out for being outstanding, you can then be sure that you're getting the best value for your investment.

Take your first step to building a better brand identity, presence and authority and make your ordinary extraordinary!

## New look new start

The world of work and leisure predominantly takes place online, now more than ever your first impression needs to make a difference.

When it comes to brand-building photography, it's essential that your imagery matches your brand's identity and unique story.

A good image can showcase your business, a great image can keep elevating your brand.



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## Building your brand identity

When you have a personal collection of your own attention-grabbing, high-impact images, it makes posting to social media less of a chore. Unique and personal content leads to better online engagement. It keeps you visible in the newsfeeds and keeps your followers coming back for more.

Your content needs to be right, relevant, seasonal and varied if you want to become known as the go-to business in your niche, and build your recognition, with stand-out consistent imagery.



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Your story your way



## Creative commissions

Professional photography is an investment in your business's brand and a key marketing tool, and it's an investment that can pay ten-fold on its return. It's like hiring a graphic designer to create a brand palette, logo and style guide or commissioning a web company to build your website, with all your images (including industry-relevant tags) and keyworded to immediately increase your SEO impact.



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## Consistent authority

When it comes to online success, visibility is credibility. But it's not just about putting content out there every day, it also needs to be the right content with the right images. Stopping the scroll means posting eye-catching images alongside your engaging words.

Make your ideal client stop and see what you have to say. Tailor your brand to your clients. Increase your brand authority with consistent imagery. Connect with your audience and grow your reputation.



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## Step up to succeed

If you want your clients to engage and connect with your business, branding photography can capture your story and vision. You can grow your identity, recognition and authority with images that reflect you and what your unique brand has to offer with scroll-stopping images.



## Personlised style & commercial command

When first impressions make a difference, you need to stand out for being outstanding. It's time to tell your story with stunning images that showcase your personality and help establish your brand's identity and authority in your field.



## Book Your FREE Discovery Call

## Captured moments

We'll guide you through every step of the process – from planning and styling to posing and editing. We want to ensure you get the results you need from your investment. Our first step is to understand you, your brand, and your message.

Tailor your brand's identity in style, creating the perfect bespoke commercial and branding photoshoot.

All brand building photoshoots include:

- Lifestyle & or studio photography
- Private gallery
- Branded stock images
- Key wording and alt texting
- Guaranteed audience growth



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## Stand Out for Being Outstanding



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# Bespoke Commercial & Personal Branding Photography

## Powerful portraits



## Opening opportunities

Powerful portraits aren't reserved for book covers, glossy magazines or a movie promotion. We ensure that every aspect of your personality is captured in stunning detail, helping you connect and engage with your audience.

Everyone is unique, your portrait shoot is tailored to capture you at your best, to help you stand head and shoulders above the rest.

Working closely with you to understand your vision and requirements, we'll create a customised photography plan that will help you stand out and grow your authority.



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## Premium presence & growth guarantee

Our portrait photography services include:

- Commercial & personal portraits
- Press & PR
- Character shots
- Actor spotlight headshots & portraits
- Customised photography plans
- Luxury location pop-up portraits
- Lifestyle
- Location portrait studio facilities
- Profile portraits – from LinkedIn to looking for love

Book your free 30-minute consultation today to learn more about our services and how we can help you stand out from the crowd.



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# Investing in your new future

Bespoke Branding | Powerful Portraits | Pricing

Bespoke Branding Photography - from £1550

Powerful Portraits: Studio | Location - from £1495

Event & Live Show Photography - from £1195

Luxury Location Pop-Up Portrait Photography from - £325

Group & 121 Workshops with OM System Ambassador - from £245



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## Extras & More

Exclusive portable pop-up studio available on request for location and events.  
Optional extras include:

- Portable pop-up studios in London & Brighton (ask about beyond)
- Large selection of on-location studio lighting
- Venue selection
- Stylists
- Award-winning hair and make-up team
- Museum quality fine art prints



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