



photographic style audit



CREATIVE
ALLIANCE.

Since its invention, photography has been the world's ubiquitous picture-making system. It has in the process effected a profound transformation of our knowledge and opinions concerning the structure and meaning of visual experience.

Looking at Photographs:
100 Pictures from the Collection of
The Museum of Modern Art
John Szarkowski, 1976

Presentation contains photography rights licensed by Creative Alliance and KFC Library Images. © Teri Studios

Other Images have been blatantly sourced via the Internet for illustration of creative style and presentation purposes only. These images may not be reproduced. They are intended to inform additional creative work.

Table of Contents

Purpose

Trends in Photography

- How Has Photography Changed?
- Challenges Facing the Industry
- Personality and Style

Competitive Review

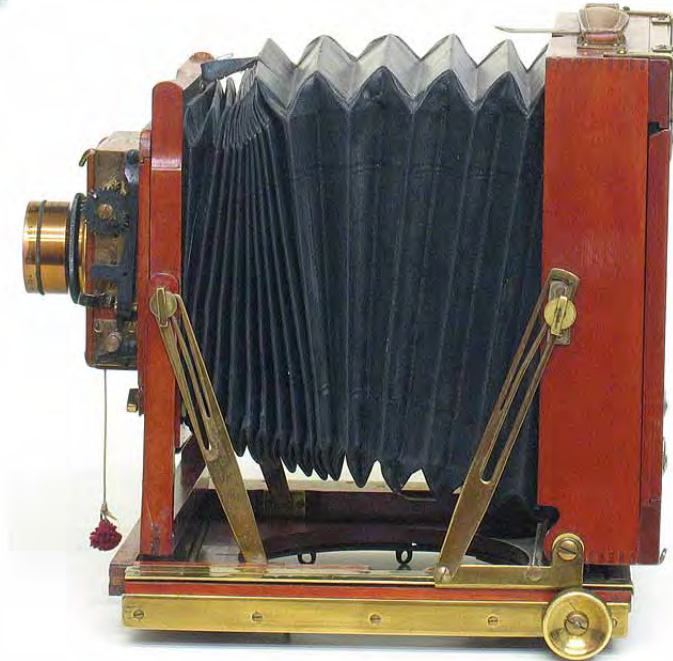
Defining Candid Photography

- Snapshots and Social Media

Photographic Principles

- Perspective
- Styling, Propping and Cropping
- Lighting
- Filters and Effects
- Color and Texture

KFC Photography



Purpose

Creative Alliance and Teri Studios have partnered to help define overall trends and provide potential direction for KFC creative photography.

This audit investigates changes with the tools used to create photography, as well as changing public perceptions. It researches the use of candid photography, the influences of social media, and describes basic photographic principles. Finally, the work explores specific applications for KFC.

The purpose of this work is not only examine current photography, but to create a platform for discussion, as well as direction for the future of photography at KFC.



CREATIVE
ALLIANCE.

Teri Studios



Trends in Photography

The Tools Have Changed





Challenges Facing the Industry

- Today, anyone can say that they are a photographer
- The influx of "new photographers" has created a more cost-competitive environment
- Formal photography has given way to more casual, less styled imagery
- Photographic principles and concepts are still relevant, but to separate yourself from your competition, you must produce images that are unique.
- Skill, craft and experience cannot be replaced without losing quality
- A good image is still one of a brand's biggest assets



Personality and Style

Formal

- being in accordance with the usual requirements, customs, etc.; conventional

Casual

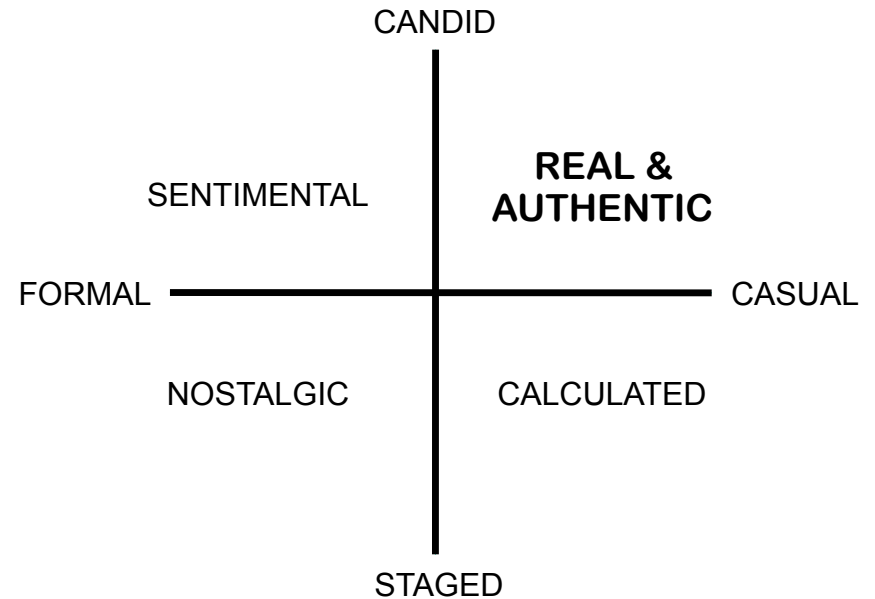
- happening by chance; without definite or serious intention

Staged

- contrived for a desired impression

Candid

- frank; outspoken; open and sincere; free from reservation or disguise; straightforward; informal





CANDID



FORMAL

CASUAL



STAGED



Broiled Lobster Tails

Buy a 6- to 8-oz. lobster tail for each serving. Thaw frozen tails; cut away thin undershell with kitchen scissors. To keep tails from curling while they broil, bend each backward toward shell to crack or insert skewer lengthwise between shell and meat. Place on rack in broiler with shell side up about 3" below heat; broil 5 min. Turn flesh side up; brush with melted butter, sprinkle with paprika, and broil 6 to 8 minutes longer. Serve with melted butter and lemon wedges.

*Broiled Lobster Tails
Twice-baked Potatoes
Hard-crustied Rolls
Lettuce with
Tomato-Cucumber Mayonnaise
Frozen Lemon Pie*

Twice-baked Potatoes

Cut baked potatoes in half lengthwise. Scoop out potato; whip until fluffy with butter, milk, salt, and pepper. Mound back into shells. Sprinkle with paprika or grated cheese. Heat in 350° (mod.) oven 30 min. or in 400° (mod. hot) oven 20 to 25 min., until golden brown.

Note: Bake these before you start broiling. When done, place below broiler tray in oven to keep warm while lobster tails are broiled.

Tomato-Cucumber Mayonnaise

Fold ¼ cup each drained, diced tomato and cucumber, ½ tsp. minced onion, and salt into ½ cup mayonnaise. Serve over lettuce. *Makes 1 cup.*

Frozen Lemon Pie

½ cup fine graham cracker crumbs	1 cup whipping cream
3 eggs, separated	2 tsp. grated lemon rind
½ cup sugar	¼ cup lemon juice

Sprinkle half of crumbs in well-greased 9" pie pan. Beat egg whites until frothy; gradually add sugar. Beat until stiff and glossy. Beat egg yolks until thick and lemon-colored; fold into egg-white mixture. Whip cream until stiff. Fold in lemon rind and juice. Fold into egg mixture. Pour into crumb-lined pie pan. Sprinkle rest of crumbs over top. Freeze. Remove from freezer 5 to 10 min. before serving.





CANDID

**REAL &
AUTHENTIC**

FORMAL

CASUAL



STAGED



What is Real and Authentic?



A woman with blonde hair, wearing a red top and jeans, is holding a cup of New York Fries. The cup is black and white checkered with the 'NF' logo and the text 'NEW YORK FRIES'. Below the image, the text reads:

REAL FRIES IN A FAKE WORLD.

Our fries start each day as whole, premium potatoes. They're fresh cut and cooked in sunflower oil with no preservatives or coatings. What you get is real goodness and great taste. At New York Fries you really can indulge wisely.

REAL. FRESH. FRIES.

HDR



Out of Category

Happy
**VALENTINE'S
DAY.**

COURAGE ENCOURAGED

scope



Competitive Photography

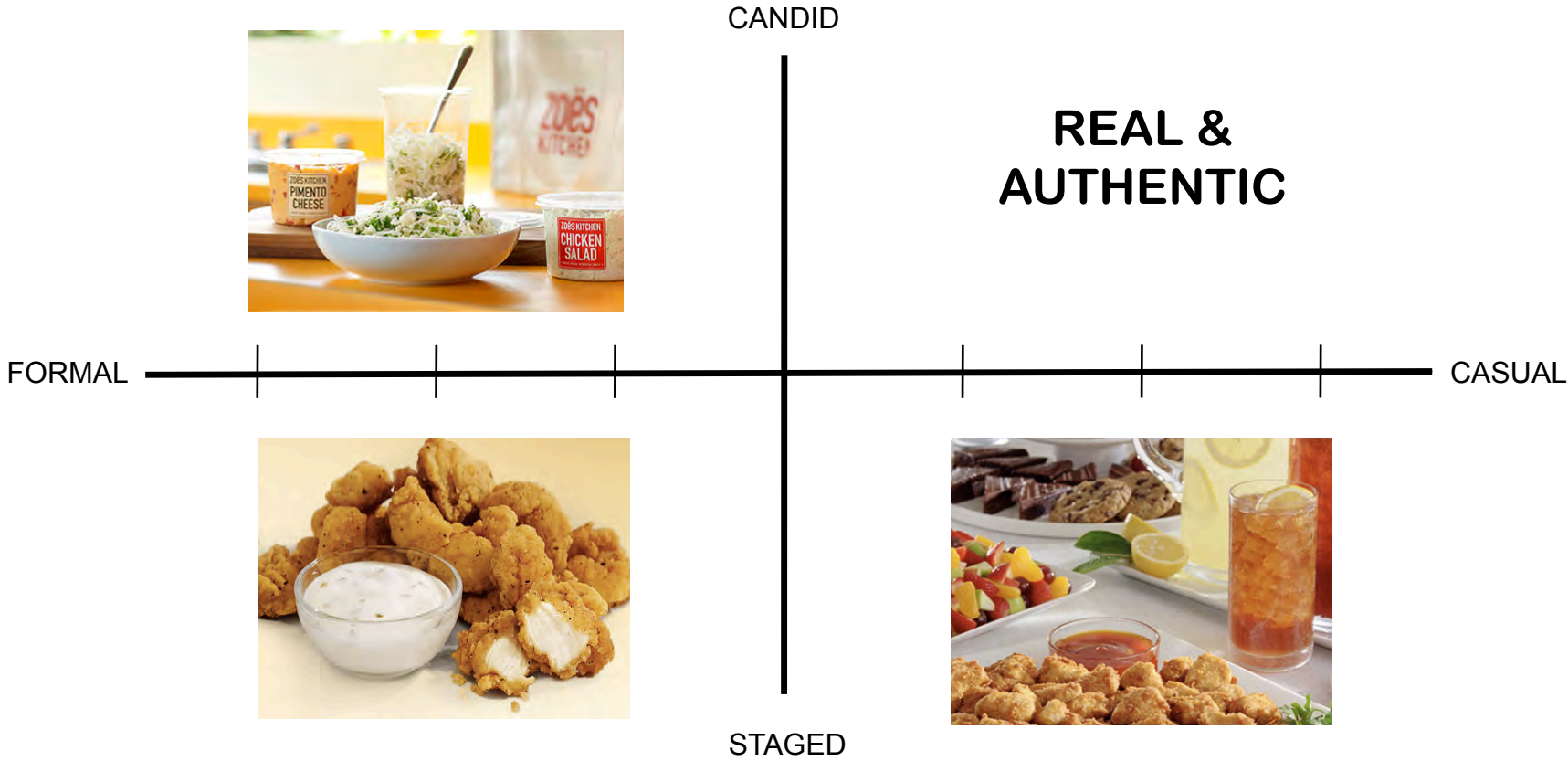




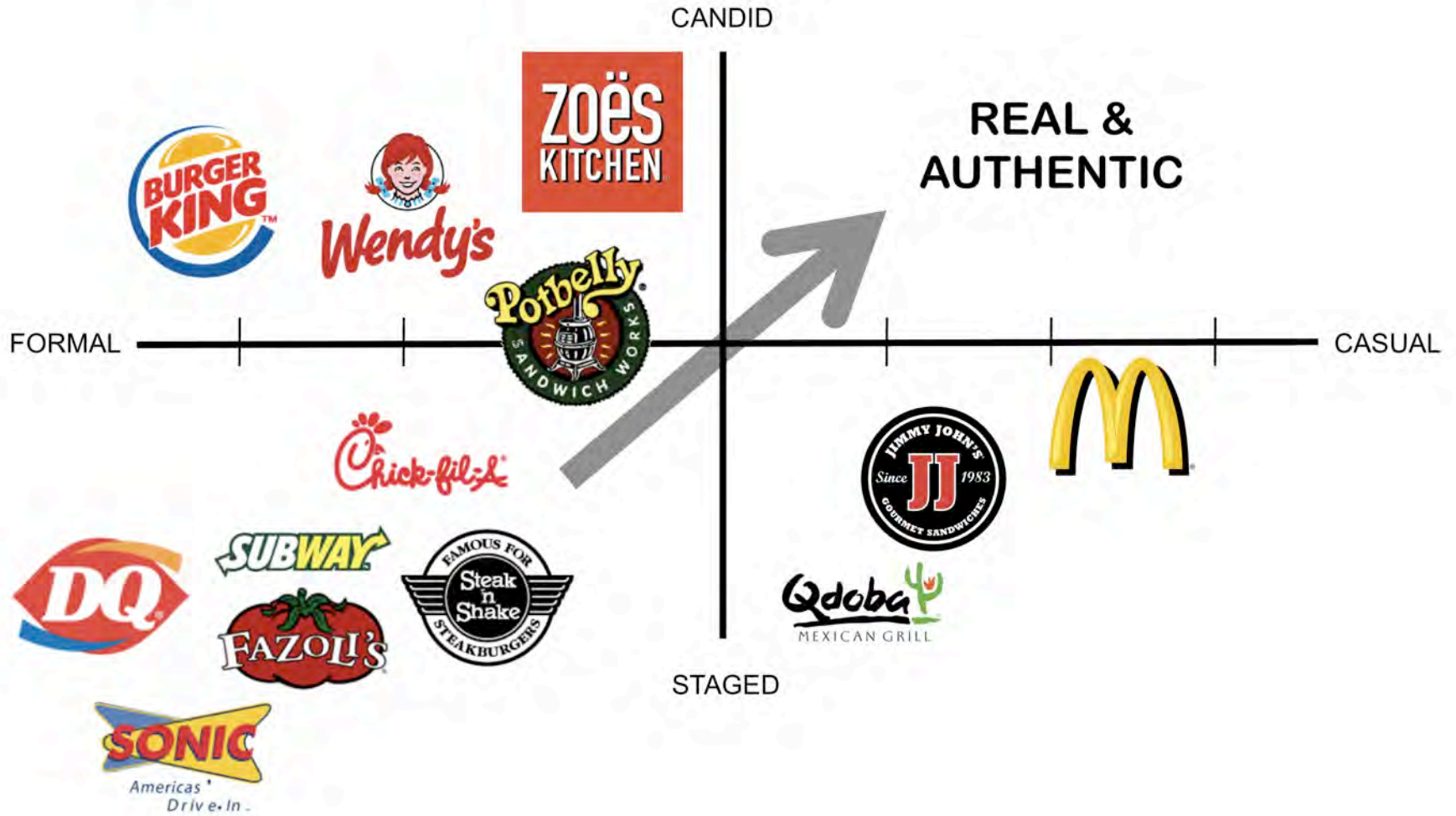




Category Photography



Category Positioning



Formal



Formal



Staged



Staged



Very Staged!





Awkward

Staged





A close-up photograph of a hand with black nail polish holding a blue jar lid. The lid is held between the thumb and index finger, with the middle, ring, and pinky fingers also visible. The lid is blue with a silver-colored metal rim. The text 'Step on the cracks.' is printed in the center of the lid. There is also some faint, illegible text around the inner edge of the lid. The background is out of focus, showing a white surface and a colorful, patterned fabric.

Step on
the
cracks.

Candid and Casual



... BUT A LITTLE BIT OF SALAD
... HANGING ON
... MY BURRITO FOIL AFTER I'M DONE EATING IS MY
... IT'S ALL MINE. DIGGING DOWN
... MY TONGUE'S FAVORITE PART OF THE DAY. THOSE FOIL CRISPS
... EVERY TIME I EAT A CHIPOTLE BURRITO, THE LITTLE
... SURPRISE AT THE BOTTOM OF MY FOIL IS DIFFERENT
... I HEAR, SOMETIMES IT'S CARNITAS THE
... MOST AWESOME PORK EVER,
... AND SOMETIMES IT'S
... CHICKEN OR STEAK...
SO FINE
... I GUESS YOU CAN
... GO AHEAD & CALL
... ME A "FOIL
... LICKER"
... BUT THAT FOIL HOLDS THAT ONE, LIKE
... DELICIOUS BITE THAT I
... EVER

Candid and Casual



Confident





PopEye's
WE DO GOOD BA-YOU!



Casual Staged



Defining Candid Photography



Life is Candid and Casual

Candid is

- Anything that looks spontaneous, unplanned
- Sometimes out of focus or even blurry
- A genuine moment, captured and shared

Candid is Not

- Staged, contrived or perfect
- Stock photography





Photographic Principles



Perspective

- a technique of depicting volumes and spatial relationships on a flat surface.



First Person



Extreme Close Up



Styling, Propping and Cropping

Styling

- a particular kind, sort, or type, as with reference to form, appearance, or character

Propping

- the types of secondary items and backgrounds used to add interest and relevance

Cropping

- to cut off or mask the unwanted parts, can be used for dramatic effect



Lighting

Lighting

- the arrangement of lights to achieve particular effects

Techniques

- Direct Sunlight
- Daylight and Strobe
- Location Specific
- Studio Setup

Trends

- Direct sunlight and specific studio techniques add realism to both objects and backgrounds



Filters



Amaro



Rise



Hudson



X-pro II



Earlybird



Sutro



Toaster



Brannan



Hefe



Valencia



Nashville



1977







KFC

Kentucky Fried Chicken



**10 Pc.
Chicken
\$9.99**

**New
Chicken
99¢**

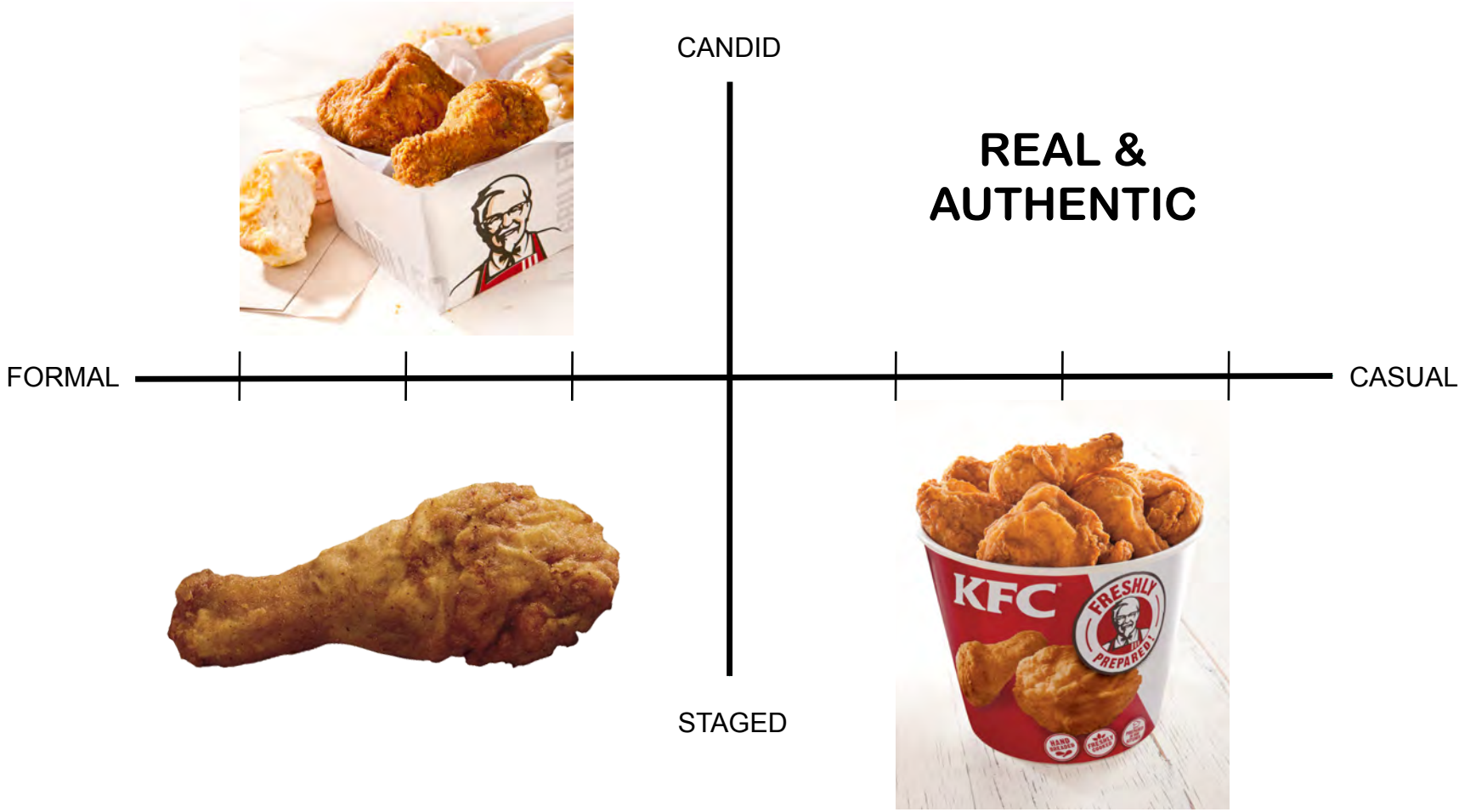
**New
Fish
99¢**



KFC Photography



KFC Photography



**Casual Perspectives
and Cropping**





Casual
with Filters









Candid
with Filters



Candid Photography

Candid

- Consumers are creating their own brand images and sharing them across Facebook, Twitter, Pinterest, Instagram and many other social media platforms





- First person perspective lends to the casual and candid nature of the experience
- Authentic location adds to the reality of shots like this







Creative Alliance

- Founded in 1987 by current CEO Debbie Scoppechio and partners
- 100% employee-owned since 2009
- One of the largest independent agencies in the U.S. with annual billings exceeding \$150 million
- Experts in Multi-Unit Retail and Healthcare Marketing
- Dedicated division for Multicultural and Hispanic Marketing
- Full-service in-house photo studio, Alliance Photography
- Media presence in all 210 U.S. markets
- Lives our Mission every day:



To energize our client's business and build lasting relationships through innovative ideas that inspire, motivate, unite, brand and sell

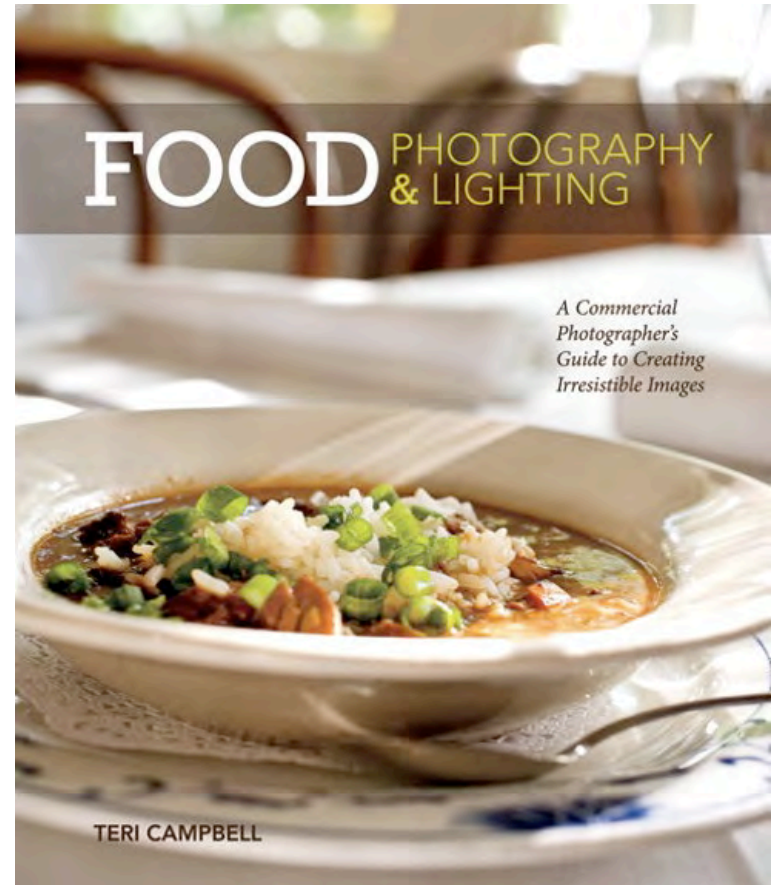
Teri Studios

Teri Campbell is the Creative Lead at Teri Studios and author of "Food Photography & Lighting: A Commercial Photographers Guide to Creating Irresistible Images".

After attending the Ohio Institute of Photography, Teri began his career as a photographer for P&G's in-house creative group. In 1988 he opened Teri Studios, a commercial photography studio specializing in food. His passion for food, combined with his artistic and business sensibilities has uniquely positioned him to create appetite-appealing, proprietary imagery for consumer packaged goods companies and restaurants throughout the country. Clients include Oscar Mayer, Bob Evans Restaurants, SuperValu, Kellogg's, Hershey's, and KFC among others.

Teri is a member of the American Society of Media Photographers (ASMP), and the International Association of Culinary Professionals (IACP). Currently serving as Chair for the Food Photographers and Stylist section. He also sits on the advisory board for Antonelli College and has served as an expert witness in cases involving photography.

When not in the studio, Teri is a frequent speaker at industry conferences and events like the International Conference on Food Styling & Photography, PDN's PhotoPlus Expo and the FoodPhoto Festival in Tarragona Spain.



Teri Campbell is the author of *Food Photography & Lighting: A Commercial Photographer's Guide to Creating Irresistible Images*

