

Miller
Leisure

Miller

“They manage
projects, shoot briefs,
and even build
beach bars.”

Maxine Hose, Art Buyer, Leo Burnett

Paul Alexander
Cape Town

Someone once said that creativity was one percent inspiration and ninety-nine percent perspiration, but as much as we're not afraid of perspiration, we've discovered that good planning can save everyone a lot of sweat¹.

Advertising agency Leo Burnett required a library of lifestyle imagery for Miller beer. This library needed to appeal to a range of different markets and demographics, European, Asian, South African, Latin American, and different lifestyle tribes, from rock to dance and indie. Different models were required for each tribe and different venues too². And above all else the images needed to feel "real".

"We managed the project from initial brief through pre-production, production and

post-production. We used local production and our team worked closely with them and the client to manage the project."



Paul Alexander
Cape Town



¹ Project Management

You can be hands-on or hands-off, but whatever your style, we'll take the hassle, worry, and stress out of your hands by managing the project from beginning to end.



² Casting

Rigorous preparation with elements, such as casting, means we hit the ground running. And because our photographers have worked all over the world, with everyone from celebrities, to sports stars, to street cast-models from everyday life, they are expert at creating the right atmosphere, so you get a shot that looks and feels right.

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Shooting

“Their solution to avoid a potentially costly shoot was elegantly simple.”

Maxine Hose, Art Buyer, Leo Burnett

Paul Alexander
Cape Town



This shoot needed to be both rigorously scheduled, yet completely relaxed. “We wanted to create a loose environment where we could have people enjoying themselves, and we wanted to create a space where the photographer could work as if he was in a club, capturing reportage-style, people enjoying a night out³.”

The photographer⁴ shot flash photography to enhance the sense of realism. So while the minutiae of the shoot was planned with military precision, the actual event had a complete sense of freedom.



Paul Alexander
Cape Town



Paul Alexander
Cape Town



³ Location

Because we have production partners all over the world, and in all the key photography production hubs, we have the inside track on any location you can imagine, and we will shortlist them for you so have a preview of your dream location.



⁴ Photographers

Our multi-award-winning photographers come in all shapes and sizes, fashion, reportage and lifestyle, and we select the photographer that's going to fit your brief and your personality.

**“If our planning,
management, and
organisation is right,
the photography
takes care of itself.”**

Damon MacDonald, Producer



Paul Alexander
Cape Town

“We couldn’t find the right beach bar, so more cost effectively, we built a bar on the beach⁵.” The bar was constructed by 50 guys in a morning and then it had to be craned down because that was the only sheltered beach in Cape Town.

“To keep on budget⁶, the solution was to have all the models there at once and to shoot simultaneously.” With the DJs, bands and never mind the roadies, it could have turned into advertising’s own Woodstock, but instead the process was managed so we could fit everything into four days.

Cool intimate settings, large crowds, listening to music, interacting with bands and DJs, all these shots were delivered with their different demographics. A library was produced that could be used for posters and packaging, trade press and advertorials.



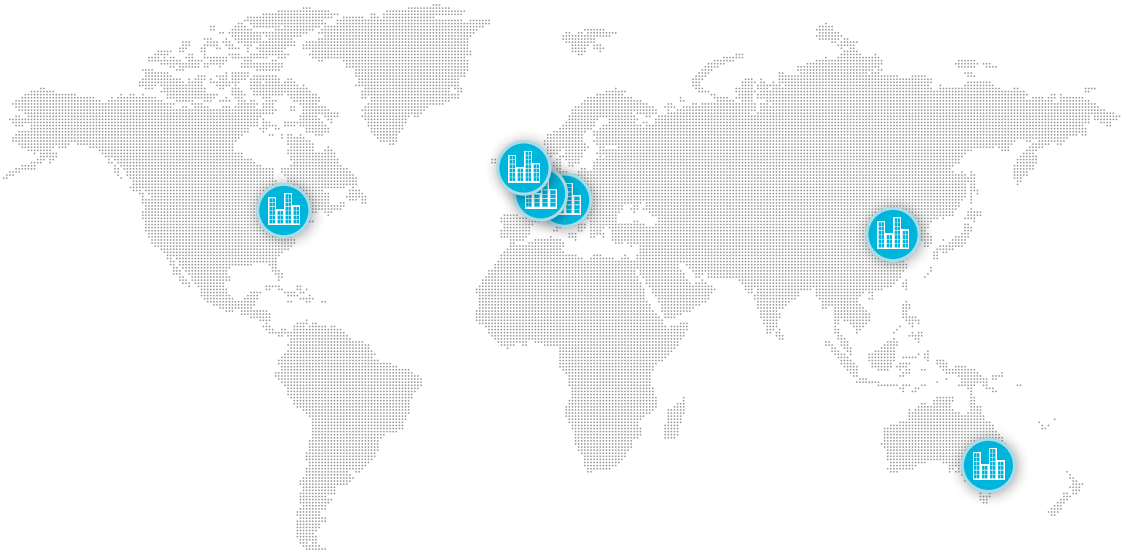
⁵ Props

Though we are primarily a photography agency, we are not afraid of taking on challenges like building beach bars. We will do whatever is necessary to make your shoot happen as quickly and as inexpensively as possible.



⁶ Budget

We don’t discriminate over size. We love big shoots, small shoots and everything in-between. And we never ever go over budget.



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Shoot Global
Daragh McDonogh

Telephone: +44 (0) 207 683535

7 Eagle Mews, London, N1 4ST

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Waldo Barker, Photographer's Agent

