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PHOTOGRAPHER PORTFOLIO

CREATIVE BRIEF

WHAT AM I
COMMUNICATING?

I'm a creative high end fashion and portraiture photographer.

WHY AM I
COMMUNICATING?

So that clients will hire me.
So that my work can be published.

WHO AM I TALKING
TO?

Fashion editors & art directors of print and online media. Art directors for advertising and PR firms. Designers and in-house publicity for clothing labels. Creative agencies.

WHAT IS THEIR
RELATIONSHIP
WITH THE CATEGORY
AND THE PRODUCT
ITSELF?

They plan and produce the content. They organise a team and project manage. They are the ones who will give me jobs.

WHAT IS A KEY
INSIGHT INTO THE
TARGET AUDIENCE?

They are very conscious of trends, alert to innovative media, and have a very keen eye for quality. Often very involved in fashion and art themselves & appreciate good design. Presentation is paramount.

WHAT IS THE
SINGLE MINDED
PROPOSITION?

I produce cutting edge, fresh and interesting work for your publication.

WHY SHOULD THEY
BELIEVE ME?

Because I will provide evidence of previous work in a well-presented portfolio that reflects current trends and styles. This shows that I have already achieved the aim, and can achieve it again.

HOW SHOULD I TALK
TO THEM?

In a professional, straight to the point manner. Keep it friendly, warm and informative.
Contact them directly via email or phone.
Submit shoots to them, ask for feedback.

WHAT IS IT I MUST
INCLUDE?

As a starter:
4 editorial shots
3 beauty shots
3 studio shots
4 portrait shots