



glaze

The Brief

Food Photography Library

Pastries, Desserts, Breads.

Photo Library with a TWIST

Target audience



Journalists, Designers and Photo Editors:

-use stock photos for advertisements in newspapers, food, cookery magazines/books and billboards.

Manufacturing companies and marketing agencies:

-Need stock images of products such as cakes, pastries and desserts and their production processes for use in marketing and on websites. For packaging, posters, fliers promoting their brand.

Food and Beverage establishments (Coffee Shops, Cafes, Patisseries, Restaurants and Cake shops):

-Brochures, fliers, posters, menus

Individual and business blogs:

-raising awareness and promoting their products and business

- Recipes and step by step on how to make the cake, pastry, dessert.

Competitors

Dave - Joe Knight - Work - Part...

MOVIE KAT...

E.B. Photogra...

giant's cause...

Topshop - S...

EasyJet Proj...

Picture Pantry:

food



- was founded by award winning photographers
- represents images from professional photographers and food bloggers
- Photographers whose images are sold receive 50% of all image sales
- Is the highest paying stock library around

Pricing:

- Small: £15
- Medium: £40
- Large: £75
- Largest: £100

Pexels:

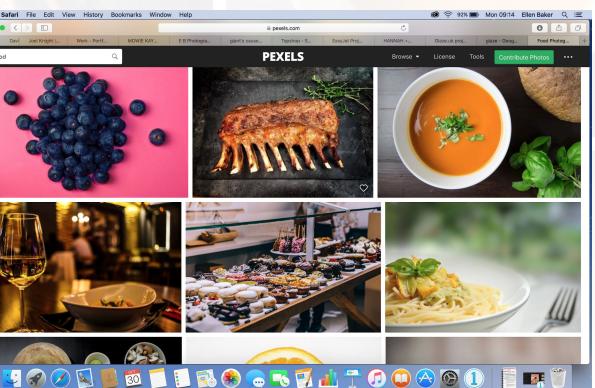
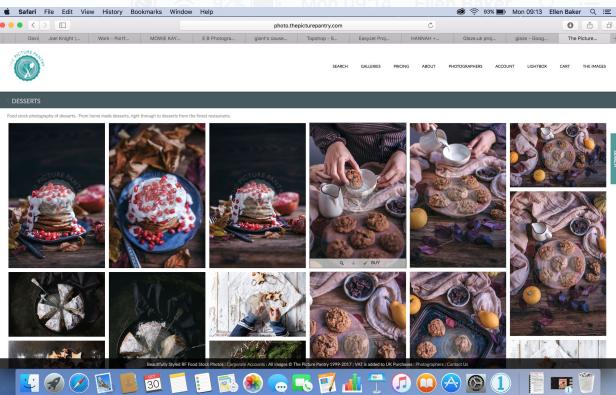
- All photos are free for any personal and commercial purpose
- You can modify, copy and distribute any of the photos you chose

StockFood:

- Provide creative professionals with the most wide ranging collection of food images
- Offering was expanded to include royalty free images

pexels.com

PEXELS



Search Engine/strategy

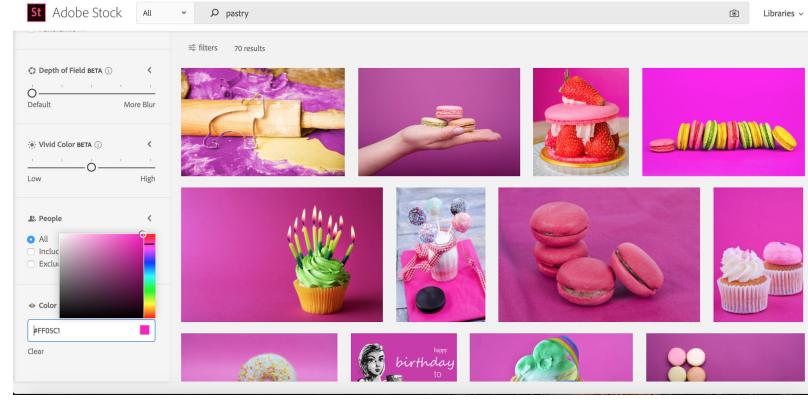
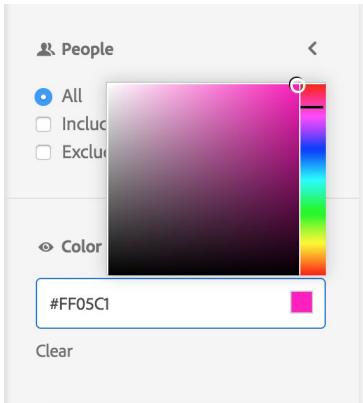
- Hashtagging images
- Image association through colour
- Content filter system

General Filters

- Topics
- Rights
- Copy Space
- Series
- Step by Step
- Recipes
- Contributor
- Food bloggers NEW

Content Filters

- People
- Concept & Mood
- Location
- Styles
- Shape
- Perspective
- Recipe
- Baking
- Cook Course
- Themes



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SEARCH THE PICTURE PANTRY:

Image search

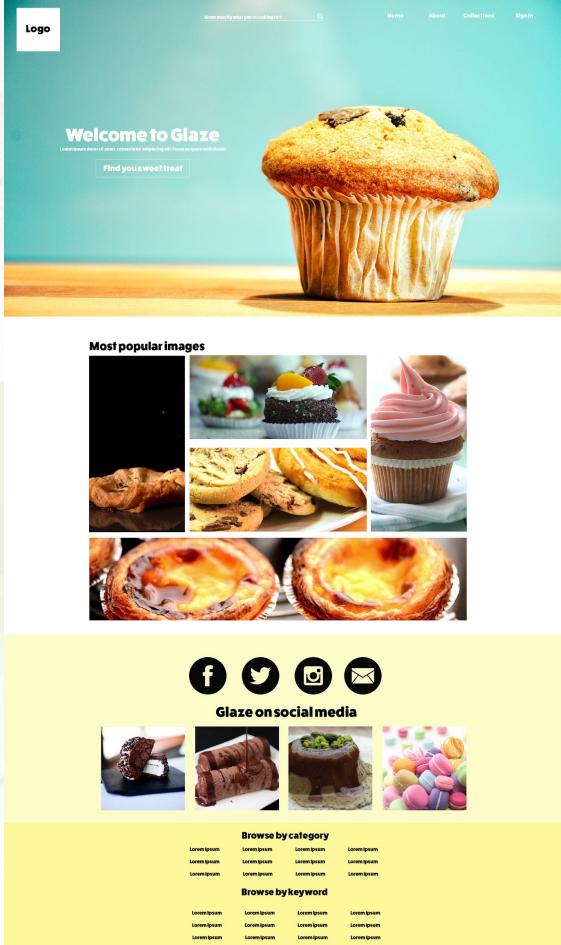
Go

Branding

- Smoothie font
- Similar to graze brand
- Using glaze drip
- Logo design



Web design



- Format
- Overlay
- Search mechanism
- Styling

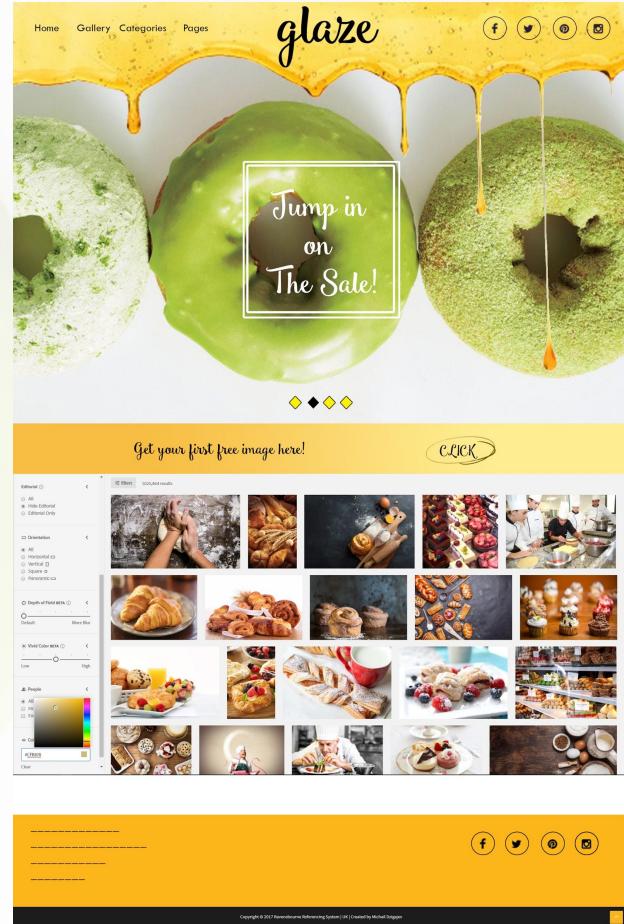


Image Style

- Rustic style
- Mainly neutral colours
- Theme aiming target audience
- Why people like this style



Baking



Cakes, cookies

Pastry



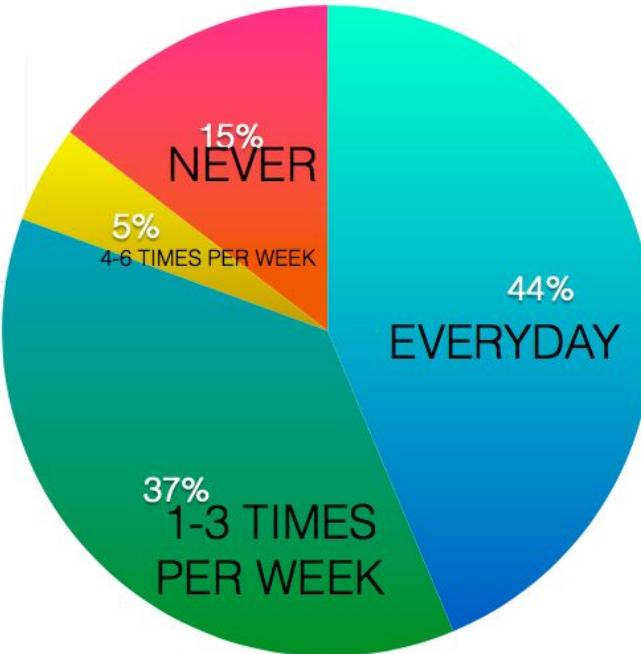
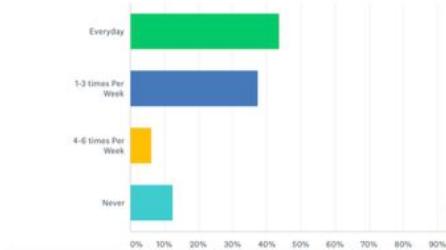


SOCIAL MEDIA AND FOOD

FOOD ON SOCIAL MEDIA

How Often Do You Watch or View Photos/ Videos Of Food On Social Media?

Answered: 16 Skipped: 0



HOW OFTEN DO
PEOPLE VIEW
FOOD ON SOCIAL
MEDIA?

@RUSYAMA



AESTHETICALLY
PLEASING
TO LOOK AT

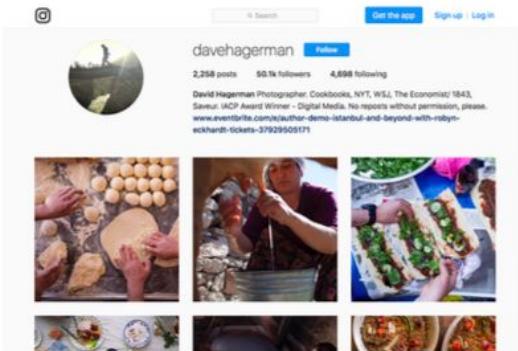
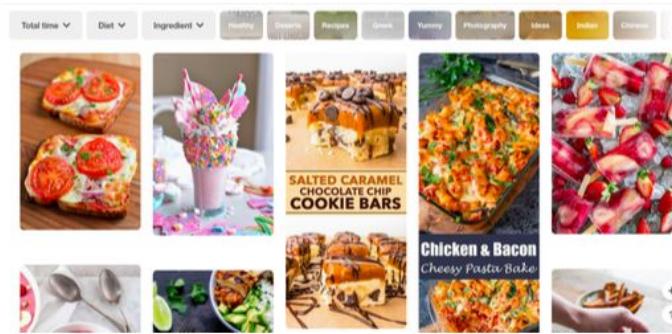
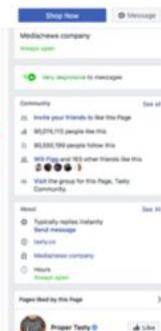
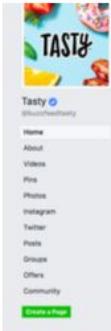
SIMPLE

THE COLOURS
CONNECT

NO CHAOTIC
BACKGROUND

WELL PRESENTED

WHAT OTHER SOCIAL MEDIA PLATFORMS WILL YOU FIND FOOD PHOTOGRAPHY?



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WELCOME TO THE LONDON FOODIE

Reviews of London's Restaurants, Supper Clubs and Hotels, Wine Tastings, Travel Writing, and Home to the Japanese and French Supper Club in Bellingham

For the latest food events, restaurant openings, product launches and other food and drink related news, visit the sister site [The London Foodie News](#)

MONDAY, 2 SEPTEMBER 2013

The London Foodie Goes to Italy - Venice

A Long Weekend at La Serenissima

One hour and forty minutes from London Stansted, Venice has never been as affordable or accessible as it is now. As the number one tourist destination in Italy, however, it is also one of the hardest places to escape tourist tat unless you have sound advice - Supply & had some.

ABOUT ME



CARL WARNER

Follow

Born in Brazil to Japanese and Italian parents, educated in the UK, a travel writer, former investment banker turned foodie. He trained chef, food, wine and travel writer, Japanophile and Supper Club host in Bellingham.

To learn about Carl Warner's fantastic work, click above.

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