



POMEGRANATE

Creating consistent and compelling content is the key to keeping your brand top of mind and your business converting and keeping customers. Pomegranate was borne of that need.

We're a team of photography, video production, marketing, retouching and project management professionals. We've combined our super powers to create Pomegranate and we're all about one thing - creating engaging visual content that captures the eye and lingers in the mind.

SERVICES

- Photography

Attention spans are decreasing but beautiful photography is guaranteed to catch the eye of even the most distracted mind. Give your audience the chance to understand and appreciate your offering in the seconds you'll have to entice them by working with us to tell your story through well-crafted photography.

- Moving Stills

Moving stills are image assets like GIFs and cinemagraphs. These are images that loop to create an animation effect. They either feature a series of images to create a mini-story or, in the case of cinemagraphs, they feature a subtle, repeated movement. They can be used to entertain or captivate; whatever the reaction or emotion you're looking to evoke, moving stills do the job.

- Video

Video is the most effective way to disseminate your brand messages and appeal to your audience's senses. It's a medium that incredibly easy to consume (when it's done well), which means you can convey your story in a way that's tempting to even the busiest as most distracted clients and customers.

Video also offers the added perk of being highly shareable. The desire to share is powerful and, if your content is interesting, entertaining and valuable, it could create the spark that ignites your brand message.



Case Studies

Rebel



During our long-standing partnership with Rebel, we have produced countless campaigns and catalogue shoots for them. The key to our continued success is the fact that we respond to briefs quickly with accurate quotes, we are agile in dealing with last minute changes and we constantly coming up with fresh ways to present sports through imagery.

Rebel's sportswear catalogues regularly feature talent ranging from three years old to 40+. The talent are required to skate, surf, climb, sprint and leap. Safety on set is paramount, which is where our production experience comes into play. We look after all the mandatory welfare requirements for minors on set, as well as safety reports, traffic management, weather checks, stunt coordinators, lifeguards, security, on set nurses and more.

The ever-changing and fast-paced world of sports retail often results in the Rebel marketing team being unavailable to attend the shoot. The trust that we've developed means we can crack on and get the job done, not delaying the already tight schedule, whilst maintaining the expected high quality outcome.



Redsbaby



The team at Redsbaby reached out to us seeking to update their library of image assets, whilst showcasing their product refinements. We reacted fast and came up with talent options, locations and a photographic treatment, which exceeded their expectations. So much so in fact, we instantly received a second brief to launch a new, limited edition product. We managed to merge the two stills shoots into one, thus saving on 'out of office time' for their team, as well as saving money negating the need to double up on crew and equipment.

The result was two, very different libraries of images that served to boost and bolster the marketing offering of the company.

Our ability to interpret the briefs, find talent and locations, deal with permits and logistics, bring in all crew and deliver finished images meant that both projects were created with minimum disruption yet maximum impact!

“
The process - from the brief to receiving the final images - was absolutely seamless. Our ideas were taken on board and then interpreted in a way that exceeded all our expectations.”

Sarah Quigley - Marketing Director, Redsbaby



Driscoll's



Driscoll's approached us to create strong, vibrant and energetic lifestyle images for their new website. We liaised directly with Driscoll's digital design agency to ensure that we delivered within the design formats and new brand guidelines.

Our production team, working to a strict budget and time line, sourced talent, locations and crew before embarking on a week long shoot in rural NSW.

The shots form the very first impression on the image heavy website and we have been complemented on the success in playing our part to drive more traffic, with more click through and interaction than the berry company could have hoped for.



What Our Clients Say

“Pomegranate worked like a wonderful extension of my team. They immersed themselves in our briefs and worked like buggery to bring ideas to life. If you need an emergency origami artist at a moment’s notice, they’ll find one.” - Bronwyn Dennis, HPM

“Pomegranate’s warmth and friendliness makes working with them a real pleasure. The images they provide are always top-notch.” – Duncan Harriss, Limehouse Creative

“The team at Pomegranate are invested in their work. Their images are polished and captivating; they’re easy to deal with and they represent great value for money.” - Michelle L’Huillier, Tom & Teddy

Client List

Telstra	Woolworths	Red Rooster	Jim Beam	Visa
Panasonic	Lend Lease	HSBC	Canon	Vodafone
Westpac	Oporto	Stockland	Masterfoods	Toyota
Allianz	Daikin	Sunbeam	Jim Beam	And many more

READY TO GET IN TOUCH?

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