

# PHILIP J HATTON

PHOTOGRAPHY



# *Transform your business with high-impact brand photography*

Investing in professional photography shouldn't feel like a leap of faith.

- Will the images enhance your brand?
- Will they connect with your audience?
- Will they deliver a return on your investment?

Most photographers focus on how things look. ***I focus on how your visuals perform.***

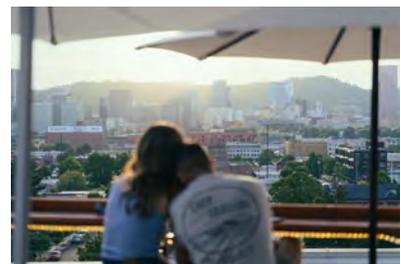
By combining strategic thinking with commercial-grade production, I help your brand create imagery that builds trust, sparks emotion, and drives real business outcomes.



# *Where strategic thinking and visual craft converge*

With a background in product marketing and business development, I bring a strategic, results-driven approach to photography; using insights and goals to shape the creative direction, ensuring your visuals grab attention, set you apart, and connect emotionally with your audience.

- Build your brand
- Stand out from the crowd
- Create desire for your products/services
- Craft a compelling story
- Increase engagement
- Inspire more customers



*“I had a great experience working with Philip. He was timely and professional, and the results were stunning! The photos elevated my website to the next level and gave me a library of amazing imagery to rotate through and keep things looking fresh.”*

★★★★★ ORION KOOISTRA, PHYSICAL THERAPIST



# Four steps to powerful brand photography

Following a free consultation to ensure alignment and fit, I'll guide you through four proven steps to planning, producing, and activating your visuals:

## **1. STRATEGY MEETING (3-4 weeks out)**

First, we meet to understand your brand and business objectives:

- Vision, mission, and values
- Target audience and competitive positioning
- Brand, products, and marketing
  - o Benefit: A solid foundation to strengthen your imagery and connect with your ideal customers

## **2. CREATIVE PLAN (2-3 weeks out)**

Next, we develop a plan that aligns with your goals:

- Mood board for aesthetic and tone
- Shot list tailored to your story and messaging
- Location, styling, and scheduling
  - o Benefit: A well-prepared shoot that maximizes time and delivers compelling, on-brand imagery

## **3. PRODUCTION (shoot day + post)**

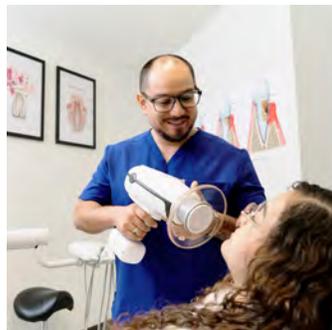
With plan in place, we move into action:

- A carefully orchestrated photoshoot with professional cameras and lighting
- Live review at tethered workstation
- Post-production curation, color-grading, and retouching
  - o Benefit: A collection of striking, high-impact images tailored to your brand

## **4. ACTIVATION (delivery in 1-2 weeks)**

Photography is only as powerful as its application. We'll optimize your imagery for:

- Web, social, email and print
- Digital advertising
- Graphic design and copywriting
  - o Benefit: Maximum ROI — images that don't sit in a folder but actively work to grow your brand

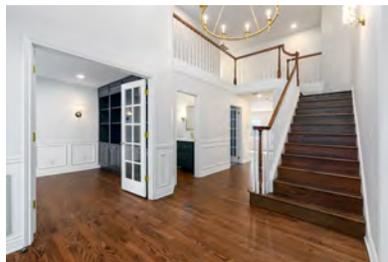


# Tailored to your needs and budget

Brand photography packages begin at **\$1999 for an on-location shoot**, tailored to your goals, scope, and intended usage.

- Strategic planning
- Local travel
- Professional cameras and lighting
- Post-production editing
- A curated set of hero images
- Web and social usage rights

Every project is backed by a **100% Satisfaction Guarantee**. If the work doesn't meet your expectations, I'll re-shoot at no additional cost. because you should only invest in visuals that truly serve your brand.



*“Philip has been instrumental in bringing my business to a new level. His photography shows my work well and he is great to work with. Philip is a great listener and collaborator to align with me in how I want to display my company.”*



# *A creative partner invested in your success*

For the last five years, I've partnered with businesses, large and small, to build their brand through powerful, strategic photography. From international corporations to local businesses and entrepreneurs, I've delivered visuals that not only look stunning, but drive results.

Before photography, I built a career in product marketing and business development, working with some of the world's most coveted brands; experience that shaped my knowledge of branding, and sharpened my eye for visuals that captivate, engage, and convert.

When you work with me, you get more than a photographer; you get a creative partner invested in your success.



*“There aren't enough words to describe the excellence that is Philip Hatton. He is one of the best photographers in Portland, amazing with clients, and understands corporate projects. There are a lot of people that call themselves photographers. Philip is a storyteller that always gets the shot and we're lucky to be able to work with him.”*

★★★★★ GEFZ ZAMOR, GMS MEDIA & ADVERTISING

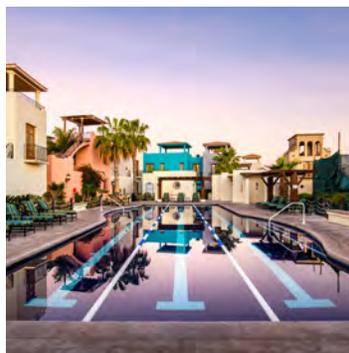
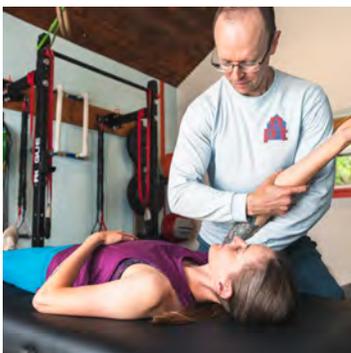
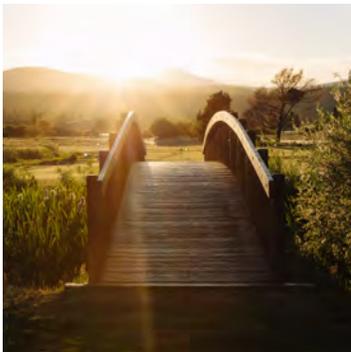
# Ready to stand out?

Outdated or uninspiring visuals could be costing you credibility, clients, and revenue.

Are you struggling to get noticed? Watching potential customers choose others? Missing out on the growth you deserve?

Don't let weak visuals hold you back. Let's create powerful imagery that sets you apart and drives results.

 **Book your FREE, NO-OBLIGATION consultation today** to discuss your brand, goals, and vision.





## *Hi, I'm Philip*

Business development, product marketing, and high-impact brand visuals are my forte.

Born and raised in England, educated in business and marketing. A tenured career in sports product management would take me from the UK and Europe, to Asia and North America, and land me in Oregon, where my family and I now call home.

Next, came creative services, which converged with professional photography. As an accomplished marketer with a honed eye for commercial imagery, serving active lifestyle brands with high-impact visuals became a new purpose and a natural fit.

Today, I specialize in:

- Photography & videography for brand and product marketing
- Lifestyle imagery for athletic & outdoor brands
- Architecture & interiors for the design and construction trades
- Portraits & headshots with personality and purpose
- Documentary-style coverage of special events and brand moments
- FAA-licensed sUAS drone imagery for aerial perspectives

If you're seeking a creative partner who understands not just imagery, but the brand and business objectives behind it — let's talk.

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