

Print Advertising Photoshoot
for a Children's Wear Brand

NEW
BALANCE
KIDS

Kidswear Print Advertisement Photoshoot

Working closely with the New Balance Kids' regional team, we helped on a range of photoshooting activities, including casting, props design, storyboard creation, talent management and photo retouching.

Business Strategy

Brand Strategy

Creative Theme
Photo Styling

Design and Touchpoints

Model Photography
Props Design
Talent Management
Photo Retouching

Digital & Social Media

New Balance Kids Print Advertisement Photoshoot

Reflecting the Brand's Strategy Visually



As the brand positioning focuses on bringing out the active side of kids, the photoshoot features a group of children having fun under the theme of outdoor activity. This set of photographs would then serve as a core communication element for a host of product launches and in the region.

Scope of Work **Business Strategy**

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