

JOSH *Druiding*

PHOTOGRAPHER - SOCIAL MEDIA MARKETER - STORYTELLER





HELLO.

My name is Josh Druding and I'm a photographer based in Chicago, Illinois. I focus on lifestyle and in-situation product photography. When I don't have a camera in my hand, I'm the Director of Social Strategy at an advertising agency called Mekanism.

I use my decade of experience providing social content strategy to Fortune 500 brands to produce content not just made for social, but content that creates an emotional connection on any platform - big or small.

Check out my portfolio: joshdruding.com
Follow me on Instagram: [@JoshDruding](https://www.instagram.com/JoshDruding)





APPROACH

HOW I APPROACH PHOTOGRAPHY.

Content has never been more available, which makes cutting through the noise increasingly difficult. Not to mention consumer appetite for content has changed. Overly polished ads are perceived as out of touch and fail to embrace the authenticity younger audiences crave.

This is why I like to exploit the imperfections and “rawness” of every scene, creating an emotional connection with people. Consumers are also more likely to engage with content that feels attainable while aspirational, so I work to strike that balance.

To accomplish this, I follow the four content principles outlined on the next page.





FOUR CONTENT PRINCIPLES

VALUE

Visually demonstrate your brand's core values and purpose to the consumer

OWNABLE

Establish a visual ID that's consistent, unique and stands out from the rest

HONEST

Inspire, while being authentic based on how your audience behaves

INCLUSIVE

Be inviting and share different perspectives





SERVICES & CLIENTS



SERVICES.

photography
short-form video
post production
social strategy consultation

Pricing can be negotiated based on each assignment, budget and deliverables; however, I've included baseline photography pricing on the next slide.

If you're interested in collaborating, please send me an email. Also, if there's a specific project you have in mind, that you don't see above, I'd love to hear about it.



BASELINE PHOTOGRAPHY PRICING

DAY RATE MODEL

DELIVERABLES + USAGE

I don't base my day rate on the # of deliverables/assets captured. Rather, I'll work with you to determine how much content can be captured during a 1 day shoot based on the creative ask. Client will have usage rights to ALL selects.

Unlimited usage on digital and social platforms. Additional usage to be negotiated on a case by case basis.

PHOTOGRAPHER FEES

Photographers Fee + Post Processing @ **\$1,800/day ***

1 DAY SHOOT TOTAL: \$1,800

**Day rate based on a discounted hourly rate of \$150/hr & discounted post processing fee of \$600 for one day's worth of content*

**Rates don't include expenses (talent, equipment/studio rentals, travel, etc.)*

DELIVERABLE BASED MODEL

DELIVERABLES + USAGE

Pricing is based on a single deliverable/asset.

Unlimited usage on digital and social platforms. Additional usage to be negotiated on a case by case basis.

PHOTOGRAPHER FEES

Photographers Fee + Post Processing @ **\$250 per asset***

SINGLE ASSET TOTAL: \$250

**Rates don't include expenses (talent, equipment/studio rentals, travel, etc.)*



HAPPY CLIENTS

MiiR



TomTom® 

PENDLETON

MVMTM

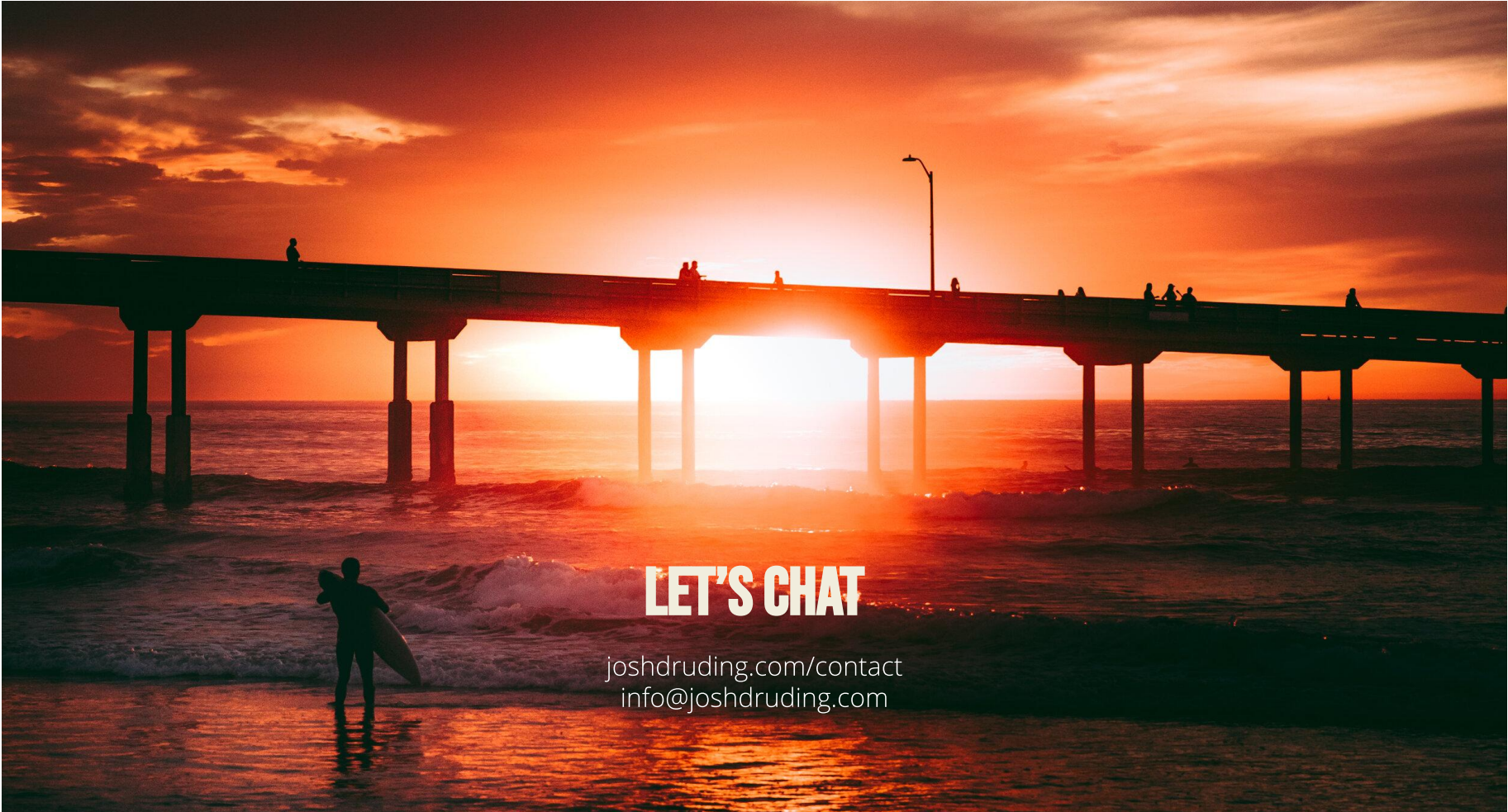



CUTWATER®
SPIRITS

breeo


Bespoke
Post





LET'S CHAT

joshdruding.com/contact
info@joshdruding.com