

## EDG Production Edit

Brand activations · Product launches · Multi-space venue coverage · Press events

<b>TIMEFRAME</b> <b>5–6 Hours</b> On location	<b>TURNAROUND</b> <b>14 Days</b> Standard delivery	<b>DELIVERY</b> <b>50+ Images</b> Retouched selects	<b>CONSULTATION</b> <b>45-min call</b> Strategy + planning
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### EQUIPMENT

#### Camera Bodies

- Canon EOS R3 — Primary, 30fps fast events
- Canon EOS R5 — 45MP brand & product stills

#### Lenses

- RF 85mm f/1.4 — Portrait & product close-ups
- RF 24–70mm f/2.8 L IS — Primary event zoom
- RF 70–200mm f/2.8 L IS — Stage & speaker telephoto
- RF 15–35mm f/2.8 L IS — Wide venue & launch space
- RF 10–20mm f/4 L IS — Ultra-wide spatial context

#### Lighting

- Godox AD600Pro — 600Ws HSS portable
- Profoto A2 — On/off-camera TTL flash

### TRANSFER & DELIVERY

- Google Drive or password-protected WeTransfer
- Organised by: launch moments / brand / guests
- High-res + web-optimised sets included

### OPTIONAL ADD-ONS

- Priority 7-day turnaround +\$200
- Additional retouched images +\$25/image
- Video highlight reel (60–90 sec) +\$800
- Second photographer POA

### COVERAGE SCOPE

- **Pre-launch space documentation**  
Venue, install & product before guests arrive
- **Launch moment coverage**  
Reveal, speeches, key brand moments
- **Product hero stills**  
Clean editorial stills of the launch product
- **Guest & press coverage**  
Arrivals, networking, media interactions
- **Brand collateral in context**  
Signage, activations, styling in space
- **Post-event portraits**  
Founders, creatives, key personnel

### IMAGE DELIVERY FORMATS

- 50+ fully retouched selects
- Original ratio as shot (uncropped masters)
- 1080 × 1350 px (4:5 — Instagram feed)
- 1080 × 1920 px (9:16 — Stories / Reels)
- JPEG sRGB · high-res & web-res
- WebP · optimised for web delivery
- Optional: TIFF masters on request

### IDEAL FOR

- Product & collection launches
- Brand activation & pop-up events
- Multi-space venue & showroom reveals
- Press & media preview nights
- Luxury & lifestyle brand events

**AUD \$3,500**

FROM · 5–6 HOURS · 50+ IMAGES