



Words to the wise

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The marketing
communication
resource to
the food industry.

Pictures That Look Good Enough to Eat

We eat with our eyes. It's true, when a beautifully prepared plate is presented by a waiter in a fine restaurant it is both a feast for the eyes and the pallet.

Appetite appeal is an essential ingredient in a compelling food photograph. The sensual nature of delicious-looking food can be remarkably powerful. Such images do not happen easily. That's why professional food photographers spend a lifetime perfecting their craft.

However, it takes more than a photographer to create such magic. Images created for major advertisers are the result of valuable collaboration. The following is a brief description of the roles and responsibilities of food photography collaborators.

The client

Each food marketing client brings product insight and knowledge of the food product that is usually unmatched. Clients also bring goals and objectives for the desired image. Sharing facts about the product and its characteristics is critical to the understanding by other image team developers.

The agency art director

The agency and its art directors bring a perspective that will shape the message and marketing objectives into a finished marketing execution. Experienced art directors collaborate with client and photographer to stage and design the image.

The food stylist

A talented food stylist is a crucial member of a successful food photo effort. The tricks of the stylist trade add beauty and style to the food and its portrayal. They are able to engineer ingredients to reflect the best aspect of the subject. Often accused of creating "fake food," my experience is that as long as they help represent the food honestly, then special preparation techniques are totally justified. If those techniques misrepresent the food, they are no longer justifiable.

The photographer

Last, but not least, a specialized food photographer is critical to the success of a great food image. Armed with state-of-the-art studio equipment, including kitchen facilities, high-quality lighting and cameras, a good photographer can work the magic necessary to create mouthwatering food shots that sell.

FoodWise Group specializes in all aspects of food advertising and promotion. We know how to make images of food sizzle and sell. Contact us for samples of award-winning food photos at www.foodwisegroup.com