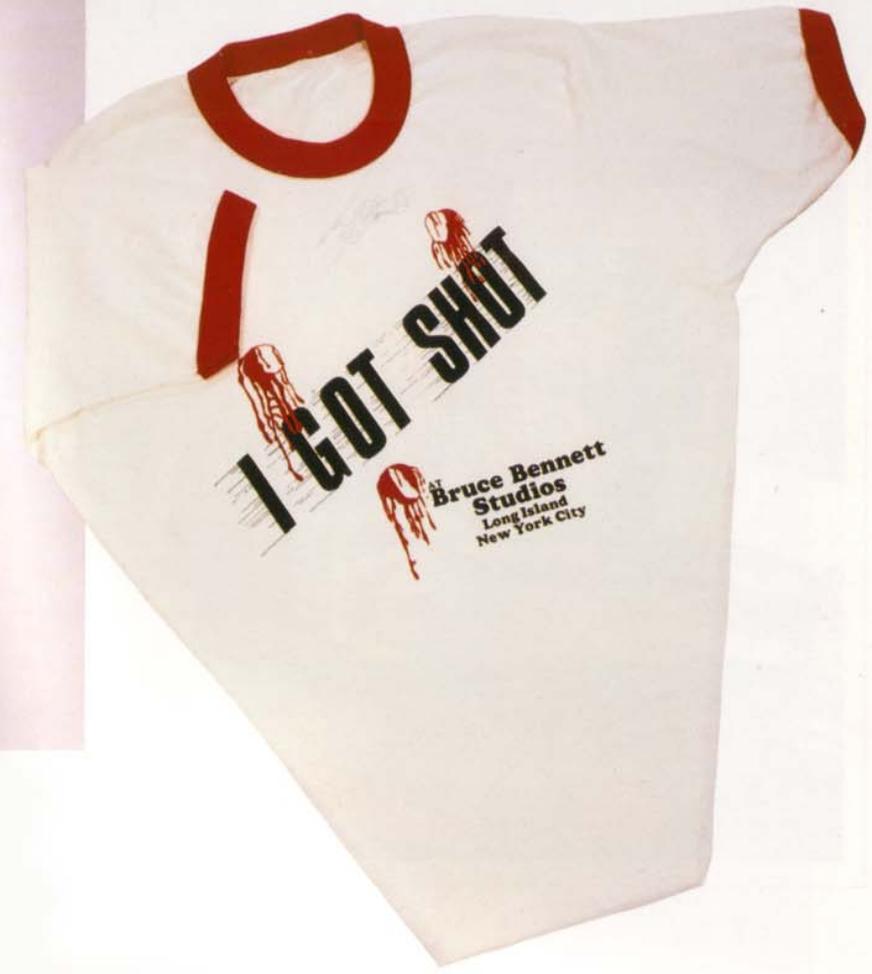


Long Island-based photographer Bruce Bennett's promotional material includes a brochure and a business card, both of which are sent to prospective clients. Also shown is his "potato" promotion (which is discussed on page 57), and a mailer featuring Bennett's logo and address superimposed on a Nikon camera.

One of Bennett's more original promotions is shown below: a t-shirt with silk-screened bullet holes and the copy "I got shot . . . at Bruce Bennett Studios" running underneath.



C.W. POST SCHOOL OF THE ARTS ALUMNI ASSOCIATION PRESENTS
"ISLANDER INTROSPECTIVE"
 The Works of **BRUCE BENNETT**



A gallery exhibit was arranged featuring Bennett's photographs of the four-time Stanley Cup champion New York Islanders. The poster publicizing the show appears on the opposite page. Bennett's Islander calendar appears below. Both pieces show the photographer's understanding of the value of being associated with a prestigious sports organization.

APRIL 1987

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

FREE
 Harrah's Picture Frame &
 \$11.99 Food Credit
 Comparable Value.

Harrah's
 The Better Atlantic City

ALL TIMES ARE EASTERN STANDARD TIME
 (CHECK LOCAL LISTINGS)

Here's an example of how one photographer successfully used a catalog. "Artwear" is a store in New York City's trendy Soho district that specializes in selling jewelry as art; that is, jewelry of innovative and exceptional design. When the store decided to produce a catalog featuring the creations that it sells, the store's founder and owner, Robert Lee Morris, collaborated on the production of a catalog with fashion photographer Klaus Laubmayer.

What they produced was a combination of Morris's understanding of the jewelry, plus Laubmayer's artistic photographs, which accurately rendered the emotional feeling Morris wanted the jewelry to convey. The result was a handsome, 60-page catalog, which both Artwear and Laubmayer used as a promotional piece. Artwear sent the catalog to a select group of clients who purchase the expensive works; Laubmayer did his mailing to members of the New York fashion press, from whom he received a lot of publicity. Laubmayer subsequently received several offers to shoot work for various clients. He was also able to sell some of the photographs taken for the catalog to *Stern*, the West German magazine.

CALENDARS AND POSTERS

These two forms of promotion are among the most prestigious—and therefore, most expensive—types of effort. The rule of thumb here is excellence in every phase of production, beginning with the photography and design, and ending with high-quality production.

If done correctly, a calendar or poster can be the most successful type of promotion you can create. What you're attempting to gain here is that most prized possession: a spot on an art director's or art buyer's wall. There, your work will not only be seen constantly by that recipient, but everyone else who enters his or her office. Some of these efforts become so popular that they are requested by other art buyers who didn't receive one first time around.

Let's take a look at two photographers who have used these types of promotion with great success.

Bruce Bennett is a Long Island-based commercial photographer. He also happens to be the official photographer for the New York Islanders hockey team. Every year, he sends out a calendar with each month illustrated by a shot of the Islanders in action.

"We had a casino that was willing to sponsor the calendar, with the Islanders publishing it," **Bennett** recalls. "While the Islanders

have the right to use my photographs in any of their publications, the calendar was a gray area. However, I told the team owners they could use the photos in the calendar, as long as they gave me enough to send to my clients. The total press run is 20,000 and the team gives them out to the fans during the first game of the season."

With his calendar, **Bennett** is confirming in people's minds, especially those of prospective clients, that he is a great photographer, associated with one of the most successful sports franchises in modern history. The inherent message is that if the New York Islanders have confidence in his ability, then you can too. It's a tough argument to contradict.

New York photographer William Coupon created a minor stir among the advertising community when he published his first promotional poster. Coupon gathered 56 color photographs of the famous—and not-so-famous—people he had photographed, and had them all printed together, side-by-side, on one poster. This myriad of faces included such diverse personalities as performance artist Laurie Anderson, Olympic diver Greg Louganis, astronaut-turned-politician John Glenn, and actor Dustin Hoffman.

In addition to being entertaining, well-designed, and exquisitely printed, the subtle message behind Coupon's poster is that he is capable of photographing all kinds of people, including some of the most famous in the world. Therefore, he is also capable of taking on the client's assignment.

The promotion worked. After sending the poster to advertising agencies, magazines, and photo galleries, Coupon hit pay dirt.

"I'm getting advertising work as a result of the poster, gallery shows too," he reveals. In fact, the poster was so successful that Coupon is producing two more.

"It took me months to design them," Coupon says. "One poster is a single, black-and-white portrait of the 'Talking Heads' David Byrne. The other is a series of 14 environmental portraits. I also expect to do more posters in the future.

"With these efforts, I'm going for a long-term effect. They're for all time, not just typical stuff. I get calls for them every day. They educate people as to the style of photography I do."

It's hard to predict what the long-term effect of Coupon's posters will be, but if it's anything like the short-term, he'll be promoting himself into more and more jobs.

rep and myself posed in American Gothic style clothing and the words 'Reznicki Vineyards' underneath."

Reznicki makes sure that any promotion, whether done during Christmas or any time of year, be followed up by a phone call to the recipients.

"I think it's hard to track promotions," Reznicki adds. "For instance, I got one Job from Wrangler because an art director saw my rep and portfolio and a few weeks later saw my ad in the *Creative Black Book*. What got me the job? The ad or my rep going up *previously* with the portfolio?"

"When I send out a mailer, I look for a response rate. It's measured by this simple question: Is my book getting called up more since the promotion has been out there?"

So far, Reznicki's promotions are working.

Another photographer who's creative with his promotions all year 'round is Bruce Bennett, the previously mentioned photographer for the New York Islanders hockey team.

While Bennett is best-known for his work for the Islanders, he does a lot of other types of photography as well, including commercial and editorial work. But Bennett found that being based on Long Island, some potential clients thought of him as "small potatoes."

To counter this misconception, Bennett took a booth at the Long Island Trade Show, which is attended by the advertising and public relations community on Long Island—the market that Bennett wanted to hit. Bennett takes up the story.

"The booth was plastered with laminated shots showing what I'd done: sports action, product, editorial, and advertising. I had a video running with interviews I had done on the syndicated TV show, 'World of Photography,' cable TV shows on Long Island, and spots in between periods of Islander games."

But videos and laminated photographs are fairly standard promotional items.

"I had to find some way to stand out from the crowd and give people an image to stick in their head." He found it.

"I decorated the booth with Mr. Potato Head toys and sacks of potatoes. There was a banner on the booth that said, 'Just Because We're From Long Island Doesn't Mean We're Small Potatoes.'

"People came up to the booth and kept asking, 'What are the potatoes for?' When they left, they got a Mr. Potato Head and a

promotional piece that contained the tag line on the banner.”

Subsequently, Bennett sent the Mr. Potato Head promotion to prospective and current clients for Christmas. A total of 4,000 were sent out, including Ms. Potato Heads to female clients, as a non-chauvinistic gesture. As to results, he says:

“We made our money back on the promotion in terms of additional work, but what the long term results will be, I don’t know.

“From college courses I took in marketing, I know that you can’t hit them once and let it go. You have to follow up each promotional piece with phone calls and then another promotion.

“Right now, we’re working on a two-pronged attack. We’re still sending out the potato promo and we’re working on a promotional piece involving ducks; ducks and potatoes both being symbols of Long Island.”

Another of Bennett’s creative promotions, initially given out during Christmas, was a T-shirt. It had three red bullet holes on it and the copy, “I got shot at Bruce Bennett Studios.”

“It got a great reaction,” Bennett recalls. “Some clients got the shirts that were 50/50 cotton/polyester. Some got ones made in Pakistan.”

Want to take a wild guess which clients got the better made shirt? In fact, Bennett is very pragmatic about his promotions.

“I get calls from former clients saying, ‘Hey, I didn’t get the Islander calendar.’ I say, ‘Hey, I didn’t get the work!’ ”

WORKING WITH PROFESSIONALS

I’ve spent much of this chapter hinting at the idea of hiring the services of a professional designer to aid in the creation of a successful promotion. If you’re creative in your own right, or have a background in graphic design, you can do much of the work described here on your own.

However, if you’ve read through all this information and still don’t have a clue of where to begin, you might be well advised to seek the input of a professional promotion consultant or a graphic designer.

What Does a Graphic Designer Do?

Kimberly Prezyna, who has been quoted previously, is a professional graphic designer who specializes in designing promotions for photographers, but she didn’t start out that way.