

Ben Cornwell Photography

BRAND
PROMOTION
PHOTOGRAPHER

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Brand Promotion Through Visual Content

A Case Study: Legends Brighton

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Introduction

In today's digital world, your brand is judged long before someone walks through your door. Your website, social media, and Google listing are often the first and only impression a potential customer sees. The quality, consistency, and atmosphere of your visual content directly influence whether someone books, visits, or scrolls past.

This document outlines how I help brands improve their online presence through professional photography and visual content, using Legends Brighton as a real-world case study.



The Challenge Many Brands Face

Most hospitality and lifestyle businesses struggle with at least one of the following:

- Inconsistent imagery across platforms
- Old or outdated photos that no longer reflect the venue
- Phone images mixed with professional ones
- A lack of atmosphere or storytelling
- Content that looks "fine" but doesn't convert

Individually, these issues seem small — but together, they quietly cost bookings, footfall, and engagement.



The Approach: Visual Brand Promotion

My work goes beyond taking nice photos. I focus on visual brand promotion — creating a cohesive library of images that communicate:

- Atmosphere
- Quality
- Experience
- Personality

This approach ensures your visuals work together across:

- Website
- Social media
- Google Business Profile
- Booking platforms
- Event promotion
- Marketing materials

Case Study: Legends Brighton

About the Venue

Legends Brighton is a multi-purpose venue offering:

- Hotel accommodation
- A busy bar and terrace
- A nightclub and events space
- A strong LGBTQ+ community focus

With multiple audiences and moods, Legends required content that could:

- Feel welcoming and professional
- Capture nightlife energy
- Represent inclusivity and community
- Still remain clean and usable for bookings



What Was Delivered

A full suite of imagery was captured to support all areas of the business, including:

Accommodation

- Bright, clean room photography
- Consistent angles and lighting
- Images suitable for booking platforms and websites

Public Spaces

- Bar and terrace areas
- Interior details and branding elements
- Natural, inviting atmosphere

Events & Nightlife

- Live event photography
- Crowd energy and movement
- Lighting-balanced images that feel alive, not chaotic

Experience-Focused Shots

- People enjoying the venue
- Food and drink in real settings
- Natural, candid moments



How This Applies to Your Business

This same approach works for:

- Hotels & accommodation providers
- Bars & restaurants
- Event venues
- A Small Business
- Gyms & studios
- Lifestyle and service-based brands

Each shoot is tailored to your space, audience, and goals.
But the objective remains the same
Make your brand look established, inviting, and worth choosing.



What You Receive

Every brand promotion project includes:

- A curated, edited image library
- Consistent colour grading and style
- Images optimised for web and social use
- Content designed for long-term use
- Clear organisation for easy access

Optional add-ons can include:

- Promotional videos
- Branded visuals
- Regular content updates
- Event-focused coverage

Why Work With Me

Experience working in real venues, during real service
Strong understanding of brand image and atmosphere
Relaxed, professional approach on-site
Content created to be used, not forgotten

I work collaboratively, ensuring the visuals reflect who you are — not a generic version of your business.

Let's Talk

If you're looking to elevate your brand's visual presence and create content that genuinely represents your business, I'd love to chat.

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Events • Brand Promotion

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