

# ESTIMATE PREPARED FOR *CLEAR OCEAN SEAFOOD*

ALL PRICES IN CAD · EXCLUDING 5% GST · APRIL 2026



We create premium visual content for consumer-facing retail brands — hero packaging photography, culinary lifestyle imagery, GS1-compliant technical images, and short-form video. Every session is built around your product being the hero.

**A Retail Packaging Hero Shots**

High-impact, product-forward images for consumer-facing retail packaging. Clean, confident, and built to stand out on shelf.

- Photography & creative direction by Kevin Clark
- Food styling & art direction by Theresa Visintin
- Includes 1 angle setup
- Colour grade & first-pass retouch included

**\$575 per image**

Fees for additional angle setups will apply.

**B Recipe & Culinary Content**

Stylized lifestyle shots of prepared dishes — approachable, refined, and product-forward. Designed for retail packaging, recipe cards, and social content.

- Photography & creative direction by Kevin Clark
- Plating & food styling by Theresa Visintin
- Prop sourcing & scene composition
- Includes 1 angle setup
- Colour grade & first-pass retouch included
- Ingredients expensed at cost

**\$750 per image**

Recipes must be received min 5 business days before shoot.

**C GS1 Product Images**

Compliant technical shots for global supply chain and retail databases. Required by most major retailers for product listings and shelf-ready packaging.

- Number of angles — to be confirmed by retailer spec
- Pure white background (#FFFFFF), no props or shadows
- GTIN file naming & delivery formatting
- Colour-accurate, spec-compliant retouching

**TBD — specs to be confirmed**

Pricing confirmed once retailer specification requirements are received.

**D Product Videos (15 sec)**

Short-form culinary content for social platforms, retail pages, and digital campaigns.

- Capture, edit & colour grade by Kevin Clark
- On-set styling by Theresa — prep & basic cooking to freshen product
- Slow-motion, sear moment, plate finish, or final reveal
- 1 revision included

**\$850 per clip**

Platform specs & aspect ratios confirmed in pre-shoot brief.

**REQUIRED PRE-PRODUCTION**

**Prep Day – What’s included?**

The day that makes a smooth shoot day achievable. Everything is sourced, cooked, and staged before the camera rolls.

- Ingredient shopping & prop sourcing
- Pre-cook preparation & product staging
- Travel to Richmond to collect product if required
- Recipes must be received minimum 5 business days in advance

**\$450 half day / \$750 full day + expenses at cost**

**Shoot Location**

**Kevin Clark Studios (Recommended)**

Purpose-built for commercial food photography. Fixed professional lighting and controlled environment.

**On-Site at Clear Ocean**

Available when Corporate Chef is confirmed on-set. **Location Fee: \$375 flat per shoot day.** Covers travel, equipment transport, full set-up and tear-down.

**How We Work Together**

Revisions	1 round included. Additional at \$100/image or \$200/video.
On-set approval	Agreed before shoot day. Max wait time and proceed protocol established at pre-shoot sign-off.
Payment	50% deposit on booking. Balance due on delivery. Admin fees and interest accrued for late payments.
Cancellation	14-day notice. Deposit non-refundable within 14 days of shoot. Creditable within 60 days.
Cadence	Bi-monthly sessions. Ad-hoc requests available at standard per-deliverable rate.
Copyright	Perpetual licence. Kevin Clark Studios retains copyright. Full commercial licence granted on receipt of final payment.

→ A minimum booking per session will apply across all modules.