

GROUPON[®]

HOLIDAY PHOTOSHOOT 2016

A group of people, likely a production crew, are gathered on a golf course. In the foreground, several individuals are seen from behind, looking towards a large monitor screen. One person is wearing a blue quilted jacket, another a denim jacket, and a third a dark jacket. The background shows a green golf course with a clubhouse and a tower structure in the distance. The overall scene is outdoors and appears to be a behind-the-scenes look at a production.

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These photos were taken as a test to see if they can be used for our digital marketing campaigns. Shadowing the production crew during the shoot and grabbing as many photos between takes to bring a cohesive look across all media.

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OUR GOAL:

To walk away with a handfull or more photos to utilize in our 2016 Q4 and 2017 campaigns.





This was a **2+ Day** Commercial Shoot with multiple Locations.
The shoot took place in and around San Francisco, CA.

LOCATIONS:

Golf Course

Skate Park

Yoga Studio

Glass Blowing Studio

Restaurant

3 Different Homes

Helicopter/Airport

Bowling Alley

BEHIND THE SCENES/GOLF



BEHIND THE SCENES/SKATEPARK



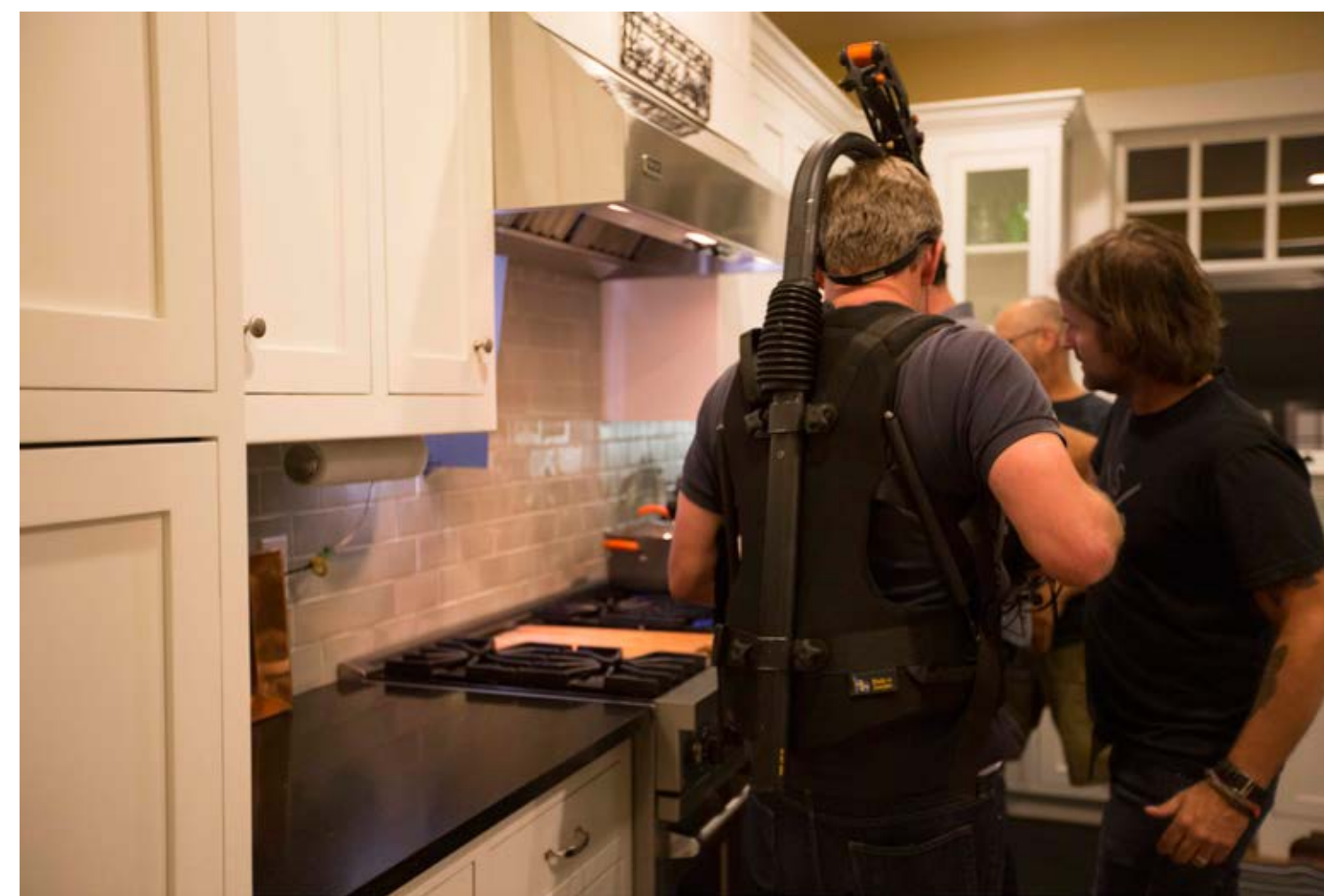
BEHIND THE SCENES/YOGA STUDIO



BEHIND THE SCENES/GIFTING/HOUSE 1



BEHIND THE SCENES/GIFTING



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FINAL SELECTS

Here is a sample of some of our final selects.



GOODS



GOODS



GOODS



GOODS



GOODS



GOODS



GOODS/SKATEBOARD, HELMET, GO PRO



GOODS/SKATEBOARD, HELMET, GO PRO



GOODS/SHOPPING ON PHONE



PAINT NITE/TTD



GOLF/TTD



STEAK NIGHT/LOCAL RESTAURANT



BOWLING/TTD



BOWLING/TTD



GLASS BLOWING/TTD



YOGA/TTD



A woman in a patterned dress is lying on her back on a wooden bowling alley floor, celebrating with her arms raised. The scene is lit with vibrant green and blue lights. In the background, bowling lanes and a large screen displaying a green and white geometric pattern are visible.

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GOAL MET!

We walked away with more than a handful of photos and a cohesive look from commercial to online campaigns. Groupon moves forward again!

Thank You!

For your support in making this happen!

Special thanks to - Brand Marketing & Editorial IHS Team

Any Questions please reach out to

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