

HomeCourt Campaign: The Process of Photography For A Campaign (Part I)

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Hello LinkedIn!

As March has arrived and graduation is around the corner, I am realizing more and more how much I should utilize this incredible platform to connect with other amazing people and share some of my marketing stories. So this post is going to be PART I of my photography process for a campaign I worked on back in August called Home-Court done by THE CAF, a streetwear clothing company located in Hartford, CT. So, without further ado, here is my creative process as I was planning and capturing this campaign.

Let's Break Down It All Down:

The Reasoning For The Campaign: This campaign was to remember the original flagship store that was closing down for The Caf. The products being highlighted were basketball and hockey jerseys in memory of the past teams and sports that played at the XL Center, a famous stable in Hartford that was located right next to the store.

LINK TO LEARN MORE:

[🌐 CAF New Capsule Collection Dedicated to Hartford's Civic Center – Cafeteria Media](#)

The Theme: The theme to me was nostalgia--remembering how good something you had once before it was gone. Having this in mind for pre-production, I thought about what the phrase "Home-Court" meant to me. The way I interpreted it was really..home! Home is a place of warmth and comfort, always inviting and serving as a sanctuary. With time, however, homes change, and the tone and feeling can seep into what was once remembered.



The Style: When crafting a LUT (or filter), thinking about how I want the photos to look and how I want to capture the products within the campaign, I had to remember two important things. First, you are working with all-natural lighting, so the weather that day can really affect these photos, so create something that can easily be adjusted regardless of the conditions. Second, how do you capture home and nostalgia well while also tying the products you are selling within the photo?

Ah-HA moment: When I saw our set and other inventory and props lying around, I was part of a team that carefully crafted this set. Having old pieces of technology and art posters with technology, as well as an incredible chair and rug, it really crafted the space into a sorta '70s den record collection vibe--and honestly, that felt like home!



Framing!: MY GOD! THE FRAMING OF A PHOTO IS SO SO SO BEYOND IMPORTANT! If there is one thing you take away from reading this, please know that framing any photo-- ESPECIALLY-- for a marketing campaign can either make or break what people think about it; in framing, we trust! The images I attached to this post are from the campaign editorial. I would attach the primary campaign, but that might be for another post cause I genuinely learned so much from this process, and I have a good amount to say! Anyways, framing, for me, I also keep conscious of the product and the messaging. It's like using the products as a prop to tell a story, and truly, I love that! Having a good framing for the photos and balance between color in each picture, I wanted each image to highlight the products being sold (which was 99.8% everything worn) and also tell a story and have a still that would peak someone's intention.



Putting It All Together: SO, once it is all pieced together and everything is lined up and ready to be published, you get nervous, but you also really hope people can see your vision. Look, I would be lying to you if I said these aren't the proudest photos I have shot yet in my career. Regardless of what anyone else has thought, they blew me away--and for good reason! A LOT of time was put into crafting a story. And the campaign did really well! I wish I could supply exact metrics, but I don't have that information; the (my) manager does. However, I was told there was a boom in clothing and sales, so that was pretty cool!

Okay, so the reasoning for this post? DETAILS MATTER! Look, I'm 22, but I can tell you early in this career that the tiniest things matter and play into the overall end result. The hours put into making the minor adjustments, figuring out framing, the overall coloring for the photo, etc., etc. matter. Sadly, marketing is in a place where AI effects can not be the best for creatives. "Its Time for TGA: Truly Good Advertising" was a case made by Micael Dahlen and published in the Journal of Current Issues & Research in Advertising Volume 42 (Yes, this is a little nerdy, but actually fascinating once you dive into them!) makes a point in how good ad's are GOOD AD'S because of the work and time put into place by the artist! Stating findings that when advertisers put great effort into the ad--the consumer will be way more attentive (wow, shocker!), but honestly, this isn't shocking to anyone cause marketing is meant to be created for people, to be seen by people! The case goes on to explain why it is good from everything to media to our overall society (There are also three pages of references, so you can't really lie with facts!)

EndNote: So, as I am about to enter into the workforce and am entering at the same time AI is up and coming, please know that creativity is more important than ever, to create for a person to see and the hours put into the finished product, is really more important than ever. Now, I do not entirely hate AI; I do use it a lot and love many of its features, especially for writing (Seriously love it for writing, not the best writer, but my god, it helps so much!). However, I use it only as an aid; to me, that is when it is used best--never to be used for face value and without human touch. AI aids creative thinking, but for Advertising to be Truly Good, a person is the only one who can achieve it.

I hope you enjoyed this read and remember..

Creativity is the Goal

Have a great day!

- Dom