

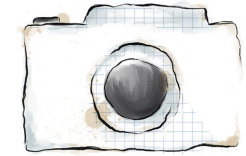


*Leie*

Lei è Design  
PHOTOGRAPHER PARTNERSHIP



# CAMPAIGN DETAILS



Proceed with an engagement ring order through Lei è during the months of *October or November* and we will provide a photographer to cover your wedding day.

You'll have the option to select from three photographers, depending on their respective availability.

Please note that this campaign is exclusively available for a limited number of couples during the next two months. As this is the first time we've run such a program, we will need to take each month as it comes based on demand.

The sole objective of this campaign is to gather authentic wedding photos for our online materials. Consequently, our only request is to have the privilege of accessing the content captured on the day.

Your engagement ring's cost should align roughly with the pricing of our average One Of A Kind designs.

We employ the term 'approximately' for the cost, as our commitment remains centred on assisting each couple in realising their dream ring within their budgetary limits. We won't bind you to a precise expense, as our primary emphasis for this campaign lies in obtaining amazing photographs of you and your ring on your wedding day.

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PHOTOGRAPHER PARTNERSHIP

THE PARTNERSHIP IS WITH THREE SYDNEY BASED WEDDING PHOTOGRAPHERS:



TOM COBURN

[@tomcoburn\\_](#)  
[tomcoburnstudio.com](http://tomcoburnstudio.com)



BLAISE BELL

[@blaisebell](#)  
[blaisebellphotography.com](http://blaisebellphotography.com)



ROB MEREDITH

[@robert\\_meredith](#)  
[robertmeredithblog.com](http://robertmeredithblog.com)

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# THE CONCEPT

# ORIGINS

## WHY ARE WE DOING THIS?

Our key brand focus at Lei è is to infuse that special wedding day feeling throughout the entire experience.

To achieve this, it became clear that we needed to conduct numerous mock-wedding shoots for all our brand materials, capturing every wedding day moment naturally and authentically.

These shoots needed to be as genuine as possible, accurately reflecting our customer base...

However, these shoots come with a significant cost.

Then, a moment of clarity struck us. By "marrying" (pun absolutely intended) these two main challenges:

a) The need for a diverse array of content that truly represents our customer base.

b) The realisation that our mock wedding shoots cost the exact same as hiring a wedding photographer...

I'm sure you can see the direction we're headed...

It was a logical step for us to partner with one of our photographers and offer their services as a complementary service for Lei è customers during a specific period each year.

Since we're already incurring the expense for these shoots, why not provide this added value to our customers while still obtaining wedding-day content for our online platforms and social media?

This campaign is uniquely advantageous for all parties involved. Given this, I understand any skepticism you may have... So please, reach out and let us address any concerns you might have!

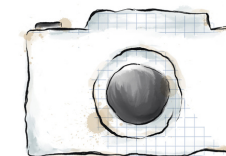


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# GUIDE

## Questions & Concerns



### WHAT PHOTOGRAPHY PACKAGE WILL WE RECEIVE?

You will receive their most commonly booked wedding package, which includes 9 hours coverage, 700-900 high resolution images, delivered via Online Gallery. Valued at \$5,500.

Once you have confirmed a photographer and reserved the date, all correspondence will be handled between you and the photographer. Any request or additional requirements can be arrangement through them directly.

\*It's important for you to know, that the photographers are being paid that normal rate for this job. They have not discounted their price for us and therefore, you can be absolutely assured that you will not be receiving a discounted service.

### THIS CAMPAIGN IS IDEAL FOR YOU IF:

- You are flexible on wedding dates over the next 9-18 months and this opportunity gives you a little nudge to take that next step...

OR

- You are planning to have a joint couple consultation, during which you both can sit down and coordinate available dates with your preferred photographer to plan everything accordingly, you can do this before proceeding with your engagement ring order.

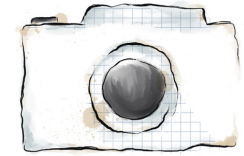
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### CAN WE REQUEST ADDITIONAL COVERAGE OR AN ALBUM?

We're excited to offer you the basic photographer package as described above. If you'd like to explore additional services, you can easily coordinate those directly with the photographer, but please note that any extra services will be at your own expense.

Such as;

- Photo album
- Second shooter
- Videographer
- Longer coverage (9hrs+)
- Travel 3hours+ from Sydney

### IS THIS AVAILABLE TO US IF WE DON'T LIVE IN SYDNEY?

In short, absolutely!

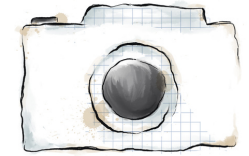
Just like with the extra services, you'll need to cover the photographer's travel expenses. Don't worry, this can be sorted out before booking, and it typically accounts for only a small portion of their overall fees. So, in essence, this might be your only additional expense for wedding photography on your big day!"

\*Photographers will drive 2 hours either way, free of charge.



# GUIDE

## Questions & Concerns



### TIMING

We are scheduled to run the campaign from October 1st to November 30th. Nevertheless, the duration of the campaign is contingent upon the availability of limited slots.

Hence, we strongly advise you to secure your consultation booking at your earliest convenience.

### HOW TO EXPRESS INTEREST AND START THE PROCESS?

You can initiate the process by using any of the Bespoke Enquiry links, contact forms, or simply by booking a consultation.

Please be sure to mention the Photographer Partnership when submitting your enquiry.





TOM COBURN

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BLAISE BELL

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ROBERT MEREDITH



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October 1st - November 30th  
LIMITED SPOTS AVAILABLE

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