



ELEVATE YOUR  
IMAGE GAME

IMAGEDRIVEN **AARON K. LIBED**  
COMMERCIAL PHOTOGRAPHER





# ELEVATE YOUR IMAGE GAME

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## THE IMAGE DILEMMA

Sports organizations have an image problem. In today's competitive world, youth sports clubs need to become focused on their brand in order to grow. Their identity, their mission, and their message now have to be cohesive in order to attract new players and retain current ones in an ever-competitive marketplace. Most clubs are having difficulty bringing their brand together. They don't know where to start.

Branding and Club Identity start with imagery. How players and families connect with you begins with what they see. Is your website engaging? Are your social media feeds exciting? Do sponsors see a consistent and vibrant brand they want to invest and partner with?

Image Driven Media is part of the solution. We deliver pro-grade imagery. We build beautiful, custom websites. We create incredible graphics for marketing and social media. We bring everything together to build your brand.





## IMAGE **DRIVEN** PHOTO & VIDEO

One of the biggest challenges facing soccer clubs today is establishing its brand and creating a consistent image across all of its communication and marketing platforms. Some clubs don't know how to obtain images for their needs. Other clubs resign to asking volunteers to take photos and wonder why all the imagery is from one team. And snapshots from a smartphone just don't cut it. Most clubs don't understand imagery and its ability to attract players, families, and sponsors to the club.

We solve these issues by creating professional photo and video that is far beyond what clubs can create on their own.

Image Driven Media began as a professional photography and video

studio in 2012. We specialize in shooting sports for youth soccer clubs, colleges and even the pros. We expanded into portraits, events, and even architecture.

Over the last decade, Image Driven became well-known for its professional video, creating promotional films for small businesses and sports organizations. We are currently professional photographers for the Western Athletic Conference, Seattle University, Northwest University, and the OL Reign.

We have put our imagery at the forefront of everything we do. Partnering with us gives you advantages of creating professional photo and video that will fit perfectly with your brand.



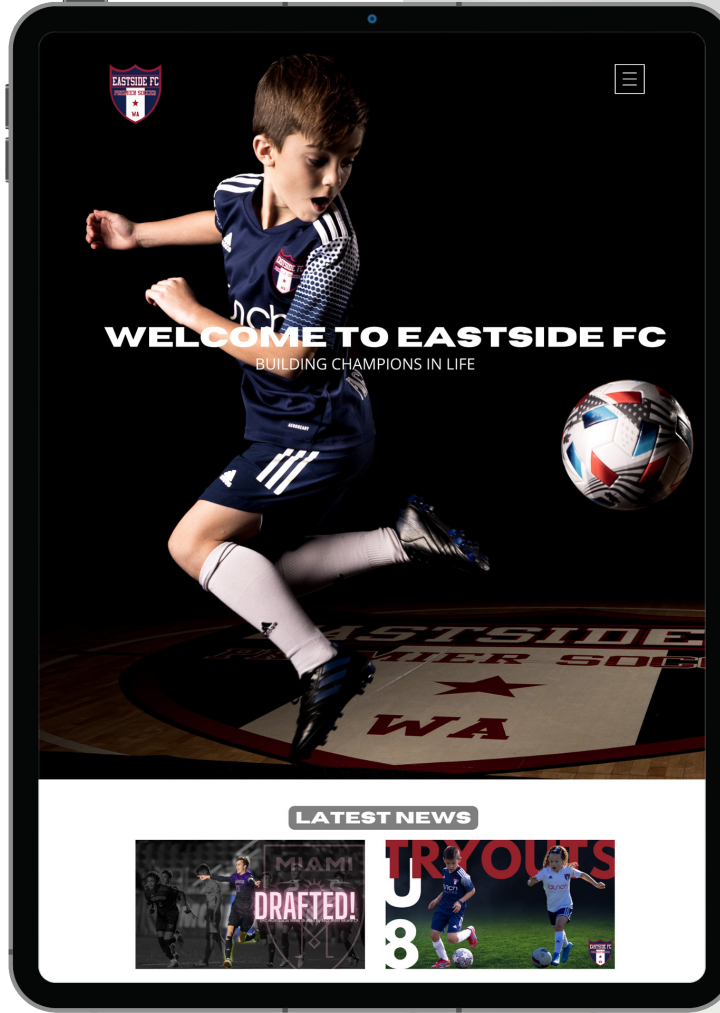
## IMAGE **DRIVEN** GRAPHICS

Email. Newsletters. Print and digital marketing material. Flyers. All of these are required parts of an organizational strategy. Not to mention the impact of social media. Sports organizations today have an overwhelming need to market themselves to remain relevant and exciting.

Creating engaging graphics requires three things: incredible images, the digital tools to create photos to a different level, and a creative team to deliver them for your different needs.

Image Driven has them all. We have the the photo and video assets covered and as a content creation studio, we have the tools and expertise transform any image we've shot into a meaningful message that audiences will respond to.





## IMAGE **DRIVEN** WEBSITES

Most youth sports websites have three problems: They are hard to navigate, they are outdated, and they are ugly. Let's not forget that they are not mobile-friendly. Over time, players and families stop using their club's website.

Enter Image Driven Media. All the incredible imagery that your club has produced now has a home on a beautiful, built from the ground-up, mobile-optimized website. Designed with a refined user experience, Image Driven brings beautiful photo, video, graphics, social media, and information into an exciting hub players and families will enjoy engaging with.

With imagery as its focus and user experience as its purpose, Image Driven Media-designed websites become the digital hub for all the club needs.

## IMAGE **DRIVEN** IDEAS

Imagery moves people. It always has. Photos capture moments. Video captures a message. They all have the ability to elevate an organization to new levels.

Imagine the possibilities. Elevating your brand will help attract new families. It will help add value to sponsor investment. In other words, Imagery has the ability grow revenue.

With Image Driven Media, sports organizations now have the power of imagery in their hands.

Elevate your image game with Image Driven Media!





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WWW.IMAGEDRIVEN.US  
MEDIA@IMAGEDRIVEN.US

