



The Making of a 3D Press Kit

Grabbing a magazine editor's attention has been a challenge since someone figured out that a flattering article – a third party endorsement – was more powerful than advertising, and there's still no way to tell what will have appeal and what will wind up in the trash.

When photographer Frank Barnett and his partner, Mart McCann went shopping for a "professional-style" espresso machine, they wound up with a client in the process.

Mark Hellweg, founder of Clive Coffee in Portland, Oregon, was looking for marketing with a little something extra, and he found it in the charm and nostalgia for View-Master, updated for the 21st century.

Today, the vast majority of press releases are sent as e-releases over the internet. Barnett and McCann suggested that Clive Coffee might take a step back in time with a hardcopy promotion sent to a small, select number of magazine editors via snail mail.

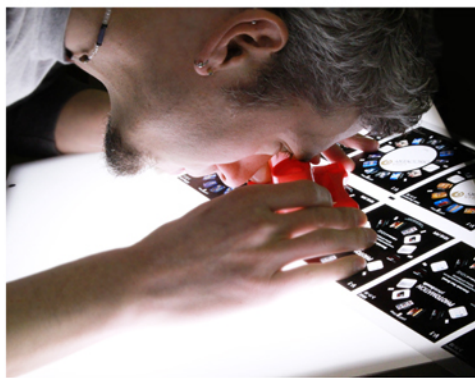
Almost everyone of a certain age is familiar with View-Master, a round reel containing



seven 3D pictures, seen through a plastic viewer. Invented in Portland in 1938, ownership has passed from Sawyers to GAF

to Fisher Price to Mattel, and manufacturing has been outsourced for years. But in the little town of Beavercreek, Oregon, the View-Master format is alive and well. Image3D, founded by former View-Master photographer Rich Dubnow, manufactures reels made of one piece of film (no more misalignment of left and right images) and viewers.

Hellweg was immediately interested in presenting his line of coffeemakers, espresso machines, ceramic mugs, and coffee beans in a



unique format that literally would add another dimension to his marketing outreach. Since most of the subjects were static, the majority of the photographs could have been taken with a single digital camera on a slide bar, but Mart knew that, to capture traditional espresso streaming from a portafilter, a dedicated stereo camera was essential and she was up to the photographic challenge.

Just as black-and-white gave way to color, flat photography is going to share the market with 3D. It's inevitable, but that can mean fantastic new opportunities for commercial photographers. Image3D's website allowed McCann to upload her digital 3D images, captions, and artwork for the center of the reel. A couple of weeks later, FedEx delivered the reels and

custom viewers imprinted with the Clive Coffee logo.

A "3D press kit" was put together consisting of the viewer and reel with dramatic shots of the Clive Coffee showroom, gleaming Italian espresso machines, hand-thrown Clive mugs, and bags of coffee beans ready for shipment.

In the lid of the shipping box is a pocket containing a DVD of 2D product shots for publication, three separate video clips, and a 1,500 word backgrounder about Clive Coffee ready for the first magazine that commits to the article's publication. In addition, there's a document containing story themes that publishers may wish to pursue in the future.

A handwritten note accompanies the DVD that is affixed to the embossed note card.

Barnett, who ran a successful advertising and PR agency for more than 25 years says, "Each marketing challenge and opportunity calls for the use of a different set of tools." It won't be long before 3D will influence every photographer's choice of tools, which isn't to suggest that everyone will make 3D images, but you might want to tuck a stereo camera



into your toolkit. Once the promotion has been mailed, Barnett and McCann will personally follow up with phone calls.