



ASHLYN HARRIS

ADIDAS | BRANDED DIGITAL CONTENT

THE PROJECT

While shooting Ashlyn Harris for the athlete platform Versus, I was asked to capture additional material that could extend the production into branded content for Adidas.

THE APPROACH

Working within the existing production, I developed imagery built around athlete portraiture, product detail, and action - giving the additional material a distinct branded identity while making efficient use of the shoot.

THE RESULT

The footage was ultimately cut into a series of :15 digital spots for Adidas featuring Harris.

ROLE

Cinematography / Visual Approach / Production Collaboration

