



Sales Booster: Premiumization

Premiumization (market- driven- value- added) is a sales booster. By redesigning your most profitable photographic products you can increase long term profits . Madison Ave. marketers firmly believe there is no product that cannot benefit from bold, brilliant redesign efforts. For most studios digital technology has only created efficiencies (chip vs. negative), but a 'portrait' has remained for the majority of photographers the same traditional 'portrait.' Very little premiumization has occurred so far. Redesign is not the photographer doing his or her own retouching or corrective art work. This is only a redistribution of labor from the lab back to the studio. The end result is that the professional photographer has even less time to innovate and create. Fact is portrait photography is in a rut. When was the last time a bride or senior said WOW at your studio?

The question now becomes, what to do about it. First, we all must recognize that the 20-something Gen-Y adult will set new standards for product definition as both consumer and professional photographer. That is a given. Madison Ave. also believes that product premiumization is not going away any time soon. For retailers it is a fact of life. The question is how will Gen--Y photographers redesign existing portrait products using software? As more of the Gen-X baby boomers become 'portrait inactive' because of age, the portrait industry as a whole must closely monitor and solicit new product ideas from the Gen-Y photographer just to maintain market share. Right now most portrait consumers are Gen-Y brides and high school seniors. Photographers over the age of 30 need to take heed because software will lead the way to new Gen-Y photographic products. Think of 'realism' as a starting point when designing Gen-Y products that accentuates personal experiences.

Where to begin. Check out the following web sites to observe premiumization at work in the portrait market using innovative software. Use of Painter software is not a fad, but a growing trend. Soon more software and up dates will follow.

www.jeremysutton.com/artwork.html

www.paintercreativity.com/articles/index.html

www.paintercreativity.com/articles/js-ballerina-sitting.html

www.oii.ox.ac.uk/events/details.cfm?id=180

As software continues to evolve requiring skill and knowledge, professional

photographers and labs will be able to create exciting new products to excite consumers. Art is always in demand. Studios must begin now to transform their images into works of art for those more discerning upper middle class customers. Your customers must say, "I must have this!" And they can only get such portrait products from you. In the days of film photographers searched for the Holy Grail called the 'million dollar pose', soon they will be searching for the 'million dollar art form.' Best to get started now!

If you think a friend or studio would benefit from our newsletter, have them contact Pechman Imaging to sign up. <http://pechmanimaging.com/contactpechmanco.html>
Let us know your thoughts.

Email us at: marketing@pechmanimaging.com

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