



Will Lambert  
PHOTOGRAPHY  
MEDIA KIT

# ABOUT WILL



Will Lambert is an outdoor lifestyle and adventure sports Photographer based in Banff, Canada.

Originally from the UK, he began working in the Leisure & Tourism industry, specifically, adventure holidays. This career took him to the French and Austrian Alps, then on the Canada in 2016.

In the years since, Will has worked with athletes, brands, and companies on an international scale to create immersive content, destination marketing and brand media.

## CLIENTS



Will was honoured in 2021's CanGeo Photographer of the Year Competition, coming runner up in his category.



# SERVICES

## DESTINATION MARKETING



Showcasing beautiful landscapes, the adventurous side of lesser-known destinations and sharing itineraries that can be easily replicated by others.

His photos are subsequently used in print and digital marketing campaigns, and used to showcase the natural beauty and activities available in a given location.

## BRAND/PRODUCT IMAGERY

With over 5 years of professional experience, Will has the knowledge and skill set to create compelling imagery that tells the story of your company. He works closely with clients in the field to produce a comprehensive collection of imagery for web use, digital marketing and print.

Image licensing can be purchased separately for for social, print, web, and billboard.



## PRIVATE SHOTS

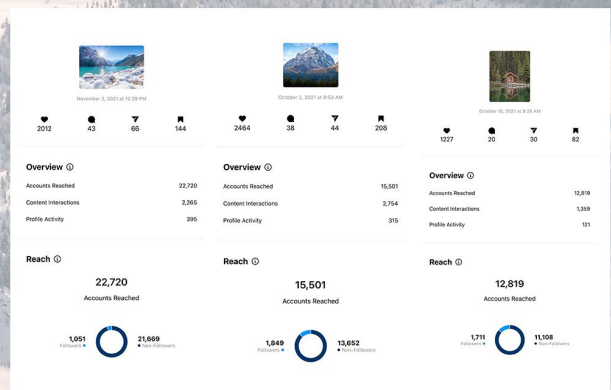
Collaboration with professional athletes, business retreats or a group of friends looking for high quality images to immortalise those special mountain moments.

Half Day, Full Day and Multi Day shoots available.

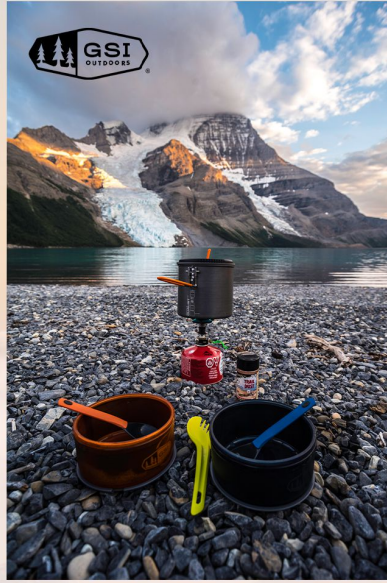


## SPONSORED POSTS

Sponsored posts can be tailored to meet your specific marketing goals and can reach Kat's 10,000 followers across 2 social media platforms. HIS Instagram posts regularly gather 1500+ likes and reach over 10,000 people with a single post.



# BRAND PARTNERSHIPS



- 10,000+ impressions and subsequent link clicks to brand websites
- Creates greater brand awareness
- Introduces brand to new audience
- Targeted at people interested in the outdoor industry

Do you have an exciting new outdoor-related product that's hitting the market? Will can work with you to create the best strategy to get your product in front of a targeted audience of outdoor enthusiasts with the best results

## STATS

### COMMUNITY

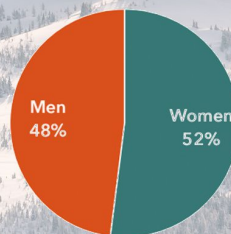


7.5K

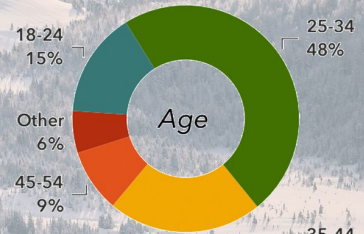


2.9K

### DEMOGRAPHIC



Gender



Age

## PREVIOUS PARTNERSHIPS



**Baker Creek**  
MOUNTAIN RESORT

*The*  
**STRAIT & NARROW**  
*Pacific Coast Cocktails*

**NORTH45**



# WHY WORK WITH ME?

YOU WANT  
LONG TERM  
RESULTS

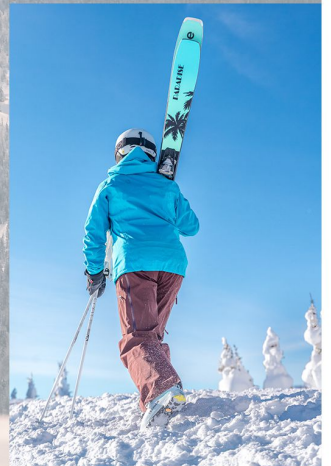
Will doesn't just take photos of your business, brand, or destination; he tells the visual story of the subject. By including details and context in branded imagery, consumers and clients will get to know your business, helping build client loyalty over the long term.

YOU WANT  
TO WORK WITH A  
PROFESSIONAL

Will has worked in the Leisure & Tourism industry since 2015. He understands the market and how to create eye catching imagery that represents brands ethos and mission. He's used to directing large groups of talent in the field to produce great results in a short time frame

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Will's professionalism and vision to create in the field is incredible. His ability to coordinate and communicate with such a large group of athletes is fantastic and the resulting photos are everything and more than we could have expected. Thankyou for all your hard work shooting and editing, we are so excited to use these in our marketing.  
”

PARADISE SKIS



# GET IN TOUCH

Interested in working together? Get in touch today to discuss the specifics of your project and how Will Lambert Photography can help.



[WillLambertPhotography93@gmail.com](mailto:WillLambertPhotography93@gmail.com)



[Instagram.com/WJLPhoto](https://www.instagram.com/WJLPhoto)



[Facebook.com/WillLambertPhotography](https://www.facebook.com/WillLambertPhotography)

Photo: Daniel Thompson