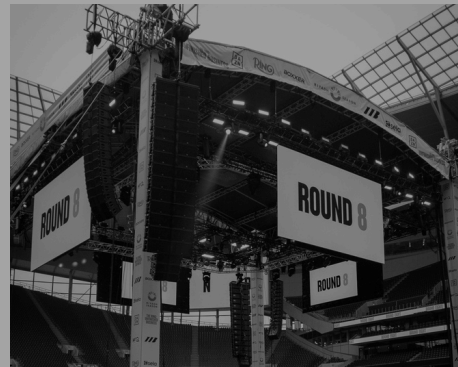




LENS & LAUNCH

# STRATEGY LED STORY DRIVEN IMPACT FOCUSED

VIDEO | PHOTOGRAPHY | DESIGN | STRATEGY







LENS & LAUNCH

# WHO WE ARE

**We are a strategic creative partner, not just content creators.**

Lens & Launch helps independent businesses and organisations communicate the quality and value of what they do more clearly, creatively and consistently.

Some clients need a trusted partner to take content and marketing pressure off the owner. Others already have internal teams but need additional skills, capacity or coverage.

By bringing strategy, video, photography, design, print and ongoing support together, we provide one trusted point of contact and creative support shaped around what each client actually needs.

We take time to understand the organisation, its people, culture, audience and ambitions before shaping the right support around them.



## OUR VALUES



### LISTEN

We take time to learn about the organisation, its people, culture, audience and objectives before recommending any creative direction.



### LEAD

We do more than respond to a brief. We help shape it, guide it and move it forward with purpose.



### LASTING IMPACT

We focus on work that strengthens reputation, builds trust and creates momentum beyond one post, campaign or event.





LENS & LAUNCH

# WHAT WE DO

## One trusted point of contact with access to wider creative support

From strategy through to delivery, we bring together the right skills and creative support to help organisations communicate professionally and consistently.



### STRATEGY

Communications and content planning that provides clarity, direction and purpose.



### DESIGN

Clear, consistent visual communication for digital platforms, campaigns, brands and printed materials.



### VIDEOGRAPHY

Story-led video content for campaigns, events, social media, promotion and internal communication.



### PHOTOGRAPHY

Authentic professional imagery that captures people, environments, events and important moments.



### PRINT

Design and production support for brochures, booklets, leaflets, event materials and branded resources.



### TRAINING

Practical training and development that strengthens internal skills, confidence and creative capability.





LENS & LAUNCH

# THE FLEXIBLE MODEL

**Our flexible model is designed for organisations at different stages of growth.**

**For an independent business,** we can provide the strategy and creative skills that the owner does not have time to manage alone.

**For an established organisation,** we can add specialist capacity to an existing team when demand increases.

In both cases, clients gain one trusted partner and support that flexes around what they actually need.

## THE LENS & LAUNCH MODEL

- One trusted creative partner
- Support shaped around your budget and priorities
- Strategy, video, photography, design and print in one place
- Additional capacity when demand increases
- The right skills for each brief
- Available as your creative team or an extension of one
- Pay for the support you need, without fixed employment costs.

## THE CHALLENGES CLIENTS FACE

### INDEPENDENT BUSINESSES

- Content competes with the day to day demands of running the business
- Different suppliers can create extra coordination
- Good ideas are delayed through lack of time
- Building a full internal team may not be commercially practical

### ESTABLISHED ORGANISATIONS

- The creative workload can become dependent on one internal person
- Internal teams cannot always cover every event or campaign
- Specialist skills may not be available for every brief
- Changes in workload, leave or sickness can create capacity gaps





# WHAT OUR CONTENT CAN DO FOR YOUR ORGANISATION

**Show people what makes your organisation worth choosing.**

The strongest organisations already have people, expertise, stories and results worth sharing. The challenge is finding the time, structure and creative skill needed to communicate them properly. Lens & Launch identifies the moments and messages that matter, then turns them into professional content that feels authentic to the organisation.

**We help you:**



**SHOW THE PEOPLE BEHIND THE ORGANISATION**



**HELP PEOPLE UNDERSTAND, TRUST AND ENGAGE WITH YOUR ORGANISATION**



**SHOW WHAT MAKES YOU DIFFERENT**



**CREATE MULTI-PLATFORM CONTENT THAT WORKS HARDER**



**BRING YOUR WORK AND EXPERTISE TO LIFE**



**SPEAK DIRECTLY TO YOUR AUDIENCE**





# AUTHENTIC CONTENT ALIGNED TO YOUR GOALS

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**Real people. Real stories. Content that reflects your organisation.**

With experience across multiple sectors, we help organisations of all sizes tell their story. From start-ups and independent businesses to long-established organisations, we create authentic content shaped around your audience, priorities and goals.

## CONTENT WE CREATE

### PEOPLE AND CULTURE

Team profiles, interviews, workplace stories and behind-the-scenes content that show the people and culture behind your organisation.

### BRAND AND FOUNDER STORIES

Tell the story of how you started, what you stand for and the purpose, values and experience that shape your organisation.

### PROJECTS AND CASE STUDIES

Show the thinking, process and results behind your work through project features, client outcomes and story-led case studies.

### CLIENT AND COMMUNITY STORIES

Capture testimonials, experiences and real stories that demonstrate your impact and build trust with prospective audiences.

### EVENTS AND IMPORTANT MOMENTS

Document launches, performances, matchdays, celebrations, awards and milestones through professional video and photography.

### CAMPAIGNS AND BRAND PROMOTION

Create campaigns, reels, graphics, photography and promotional materials that work across digital, print and multiple platforms.



# HIGHLY EXPERIENCED & VALUED PARTNERSHIPS

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## EXPERIENCE THAT COUNTS

Our experience spans major sporting venues, live television and national events, alongside independent businesses, schools and professional organisations. This experience has been developed through Lens & Launch partnerships, freelance commissions, agency projects and previous professional roles.

We have worked across sport, fitness and wellness, retail, legal services, landscaping, construction, education, events and community-based projects. From Wembley finals and professional football to helping an independent business communicate its story more clearly, we bring the same preparation, care and professional standard to every brief.

## MOST OF OUR WORK COMES FROM ONGOING PARTNERSHIPS

Because consistency beats one-off content. Clients stay with us because they know we're already invested in their organisation.

- We understand their people.
- Their culture.
- Their goals.

**EVERY NEW PROJECT STARTS FURTHER AHEAD THAN THE LAST BECAUSE WE ALREADY UNDERSTAND THE ORGANISATION, ITS PEOPLE AND ITS GOALS.**





# CASE STUDY - IMPACT



## CASE STUDY - JP PRO FOOTBALL

**TURNING AN ACADEMY JOURNEY INTO MEASURABLE IMPACT**

Over the last 18 months, Lens & Launch has worked alongside JP Pro Football as an embedded creative partner, helping the academy tell the wider story behind its football. Our support has included coaching sessions, camps, player interviews, competitions, international tours, awards, sponsor content and the everyday moments that reflect the culture of the academy.

### **Across the 2025/26 season, JP Pro's content achieved:**

- 1.62 million views
- 528,670 accounts reached
- 29,083 engagements, including 1,439 shares
- 1,729 new followers

The impact has gone beyond increased visibility. JP Pro now has a consistent body of content that reflects the quality of the academy, engages players and parents, supports commercial partners and strengthens its reputation across the wider football community.

That growing profile also supports the academy's recruitment. At the end of the season, more than 80 players registered for a JP Pro trial, demonstrating the level of interest now surrounding the academy.

## IMPACT

*"Lens & Launch have been excellent across all levels of creativity, communication and strategy without making me feel like I'm doing any more work! The team go about their business so professionally that we can complete our work and they capture the feel of our club so well.*

*They care about every detail and make me feel that our business and brand is important to them. We don't feel like a client; we feel like we are on a journey together and they enjoy the experiences with us."*

**JORDAN PARKES**

**FOUNDER OF JP PRO FOOTBALL**



# DIFFERENT NEEDS - SAME STANDARD

## EVERY ORGANISATION NEEDS SOMETHING DIFFERENT.

Some clients need ongoing creative support across their wider communications. Others need a focused campaign built around one important moment. Lens & Launch adapts the approach, team and delivery model around the objective, while maintaining the same standard of planning, creativity and professional delivery.

### THE REACH FREE SCHOOL

#### ONGOING CREATIVE PARTNERSHIP

Our work with The Reach Free School spans a wide range of internal and external communications.

#### Support has included:

- Design and production of printed materials
- Event photography
- Promotional and parent-facing video
- Internal video content
- Training materials and presentation resources
- Student workbooks and classroom materials
- Ongoing brand and communications support

Rather than approaching each requirement in isolation, we provide joined-up creative support that helps the school communicate clearly and consistently across its community.

***“Lens & Launch has helped us to not only dramatically improve our marketing materials, but has given us the space and confidence to think bigger about how such materials can support the operations of the school on a day-to-day basis.”***

### BOVINGDON DANCE ACADEMY

#### CAMPAIGN-LED CONTENT SERIES

Our work with Bovingdon Dance Academy around the Dance World Cup Finals in Dublin was built as a focused campaign around the full journey.

- Rehearsal filming and photography
- Dancer features and spotlight content
- Build-up graphics and countdowns
- Content planning ahead of the competition
- Remote media support during the finals
- Editing footage uploaded directly from Dublin
- Timely reels and updates for families and supporters

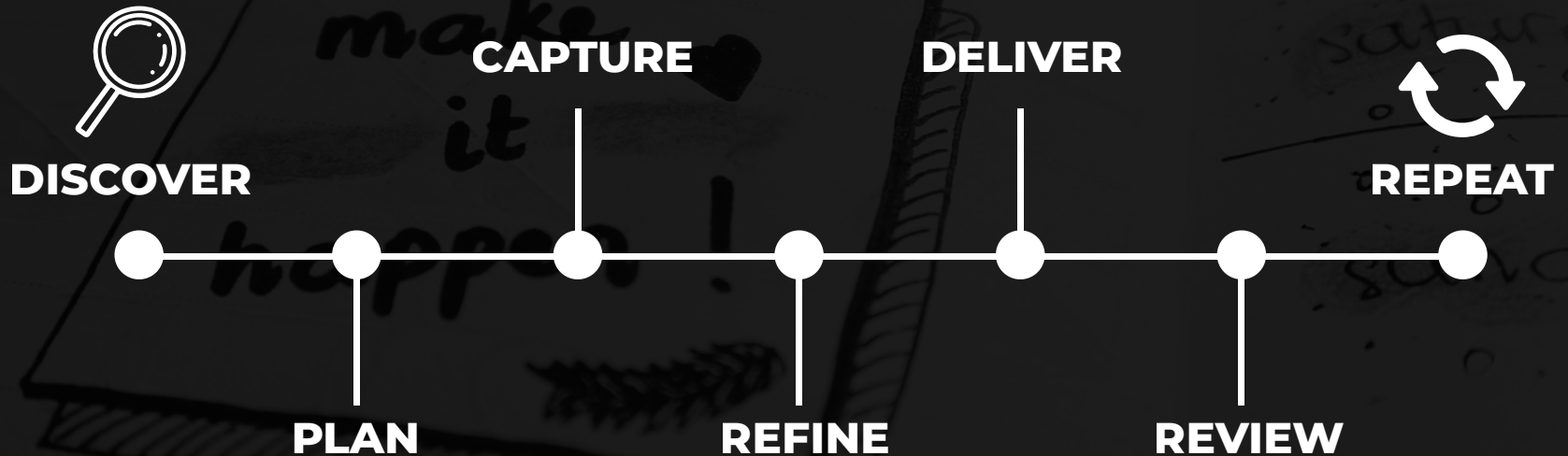
This allowed BDA to maintain professional, consistent coverage throughout the competition without requiring a full production team on location.





# EVERY GREAT PROJECT STARTS WITH A PLAN

Every successful partnership begins with understanding your organisation. Our structured approach keeps projects aligned, communication clear and creativity focused on delivering meaningful results.



*"Lens & Launch has helped us to not only dramatically improve our marketing materials, but has given us the confidence to think bigger about how such materials can support the operations of the school on a day-to-day basis."*

**A PROCESS DESIGNED TO BUILD LONG-TERM PARTNERSHIPS, NOT JUST DELIVER PROJECTS.**



# THE EXPERIENCE BEHIND LENS & LAUNCH

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**Lens & Launch has been shaped by experience across public service, education, leadership, sport and the creative industries.**

Those different environments taught me how to listen, understand people, communicate clearly and build trust. They also showed me that every organisation has its own culture, pressures and ambitions and that the best creative work only happens when those are properly understood.

My journey into the creative industry began in 2018, when I bought my first camera and started teaching myself photography, videography and design alongside full-time leadership roles. What began as a personal interest developed into a way of helping organisations communicate the quality, character and value of what they do.

That combination of real-world leadership experience and self-taught creative development now shapes how Lens & Launch works: with curiosity, preparation and a genuine commitment to understanding the people behind every brief.

Today, we bring together strategic thinking, creative expertise and practical experience to become more than a supplier. We become a trusted creative partner.



***“The organisations I enjoy working with already have great stories to tell. My role is to understand what makes them different and bring that authenticity to life through creative content.”***

**Dan Francis-Finill** (Founder)





LENS & LAUNCH

# ONE-OFF CAMPAIGN OR ONGOING PARTNERSHIP?

Tell us what you are working towards, and we will shape the right creative support around your goals.



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