

Success Story



Photo shoot captures appetizing images for new foodservice line



THE CLIENT

Circle K here are more than 3,000 Circle K stores across the USA and over 4,000 international locations that are open 24/7, 365 days a year offers a wide variety of quality products and services in a fast, friendly and clean environment. There are eight Circle K regions in the U.S.

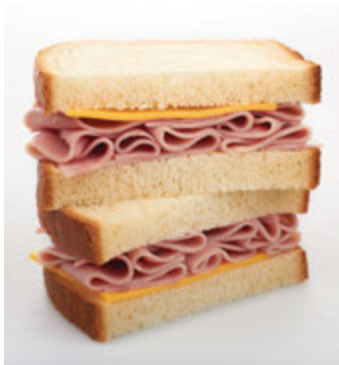
THE CHALLENGE

To create a photo shoot for Circle K Corporate's new line of foodservice offerings—focusing on the fresh sandwiches, subs, burritos, salads and coffee—rolling out in Charlotte and then all Circle K Divisions. The intent of the new food photography was to create new appetizing images that whet the customers' appetite and entice them to try the new food and drink offerings, and also reinforce the Circle K photography brand.

THE SOLUTION

GSP's photography team, consisting of an art director, photographer, stylist and assistant, planned and scheduled the shoot at the Studio at GSP. The end result—a total of 20 professionally styled and beautifully shot images: four fresh sandwiches, four fresh subs, four fresh burritos, four fresh salads and two coffee cup shots. These food images will serve as a working portfolio and the foundation for the marketing of Circle K food-service offerings.

Success Story



“GSP captured the idea that the food is fresh—and all of the images were consistent, beautifully styled and photographed. GSP even delivered that hot steamy cup of coffee I requested,” said Larry Brueggemier, Vice President of Foodservice Development. “I liked the images so much, I asked GSP to create guidelines by which to use them. I was also impressed by the professionalism demonstrated by the photography team—and how easy they made the entire process. We are pleased to have a new library of images to effectively promote our new foodservice offerings throughout the year.”