

# CAPABILITY STATEMENT

STUDIO THIRTEEN

<b>Company Name:</b>	Studio 13, Inc.
<b>Business Address:</b>	As Requested Metro Indianapolis, IN
<b>Ownership:</b>	Lesle E. Lane <a href="mailto:newbusiness@studio13online.com">newbusiness@studio13online.com</a> As Requested
<b>Portfolio:</b>	<a href="http://www.studio13online.com">www.studio13online.com</a>
<b>Certifications:</b>	WBE (State of Indiana) WBE (WBENC) WOSB (WBENC)
<b>CAGE Number:</b>	8DJN0
<b>DUNS Number:</b>	967719928
<b>NAICS Codes:</b>	541921 541922

**SUMMARY:** A multi-generational business, Studio 13's current ownership has over 30 years of expertise in corporate branding imagery. With a diverse team of photographers and associates we cover an array of specialties and have a track record of delivering assets that support our clients' corporate marketing strategy. Our clients include global manufacturers, distributors, medical, pharmaceutical, and bio-tech organizations. We also serve local, regional, and national accounts. The common thread through each of these firms is a need for excellence, accuracy, and brand transparency with their media.

<b>AREAS OF FOCUS:</b>	Architectural Interiors & Exteriors	Executive Headshots
Board of Directors	Collaborative Groups	Industrial
Manufacturing	Medical & Pharmaceutical	Product
Events	Food & Beverage	Drone & Video

- DIFFERENTIATORS:**
- We solely specialize in corporate branding image making.
  - Ownership is a third-generation photographer with a family history of experience in every specialty. This legacy gives them great insight into both industry and artistry.
  - We have a nationwide reach with global potential for the industries we serve, while maintaining focused, small business customer service.
  - We have an internal process for client engagement with our administrators that makes quoting, contracting, and scheduling easy.
  - We work with or without the hands-on creative direction of clients, to meet their deadlines on their terms, instead of dictating delivery of assets.
  - We offer complimentary location scouting for local clients, and pre-production services to ensure projects go smoothly.
  - We have multiple associate photographers, drone operators, and videographers to meet the needs of our clients.
  - We have a proprietary headshot guide to train our photographers to create repeatable results for our clients, no matter which photographer is behind the camera.
  - We have a vendor list that includes hair/makeup artists and food/product stylists.



## SIGNIFICANT BUILDINGS CAPTURED:

- Lucas Oil Stadium
  - IKEA (Fishers)
  - Salesforce Tower
  - Southern Western Tennis Center (OH)
  - Cincinnati Reds Hall of Fame (OH)
  - Blue Grass Hall of Fame (KY)
  - Macy's Corporate Headquarters (OH)
  - (5) Amazon Distribution Centers (IN, MI, KY)
  - Humane Society for Hamilton County
  - Clark Thyen Culture Center
  - Hendersonville Public Library (KY)
  - Fed Ex Distribution Facility (OH)
  - Community Justice Center
  - Delta Faucets Global Headquarters
  - Schneck Medical Center
  - Ascension Health
  - Deaconess Hospitals
  - Ronald McDonald House
  - The Heritage Center
  - Franciscan Health
  - Brooks Distribution Center
  - Stryker Distribution Center
  - Decker Distribution Center
  - Hanzo Logistics
- Higher Education:
- Purdue University
    - Hypersonic Applied Research Facility
    - FLEX Lab
    - Agricultural & Biological Engineering Building
    - American Railway Building
  - Indiana University
    - James J Fritts DDS Clinical Care Center
    - McNutt Quadrangle
    - Cecil W Weathers Golf Team Center
  - University of Indianapolis
    - Nicoson Hall
    - Health Pavilion Atrium
    - Schwitzer Student Center
    - University Greene
    - Science and Engineering Laboratory Building
  - Ball State University
    - The Cardinal Center
    - New York Avenue Parking Structure
  - Ivy Tech
    - Automotive Technology Center

## WINNING COMBINATIONS

**ROCHE:** Coordinate with ad agency to photograph a 12-foot diagnostic system on a compressed timeline prior to product shipment. System had to be captured in 7 sections to achieve maximum resolution by stitching files together. Final file was reproduced as vinyl wrap around semi-trailer.

**SLAM MIAMI:** Coordinate with architecture and construction firms to capture the Community Justice Center on timeline approved by judicial committee. Capture 12 stories of office spaces, break rooms, detention areas, jury rooms and public spaces. Petition the Indiana Supreme Court for permission to capture court rooms and receive final approval from them of images captured. To date, no other photographs captured of the building have been approved other than the ones taken by Studio 13.

### GLOBAL PHARMASEUTICAL FIRM (NDA)

Coordinate travel to 6 locations nation-wide to capture headshots of corporate sales team. Create a new look and style with client collaboration to achieve consistency between each city. Ultimately capturing approximately 325 subjects across a 6-month project.

### GLOBAL BIOPHARMA FIRM (NDA)

Provide client with drone services to show their customers entry onto their property through security gates, into loading bays, passed storage facility and offices to finish at their entry. Ultimately giving them a first-person video experience. Also capturing headshots of all team members along with executive leadership groups and their board of directors.

### GLOBAL MANUFACTURER OF CONSTRUCTION

**MATERIALS (NDA):** Learn cutting edge technology to capture 360-degree photography of product. Pass knowledge onto second shooter so that Studio 13 could be on site 3 days per week for 2 years. Ultimately capturing 24 images of over 5,000 products and delivering nearly 100K finished and retouched files,

**ALLIED SOLUTIONS:** Coordinate with client and internal video team to produce collaboration imagery, product photography and executive leadership teams across multiple locations inside and outside of building. Result was to build a library of images for both internal and external marketing usages.

**V3 COMPANIES:** Provide drone and still photography services of ribbon cutting of Virgil Park. The goal was to not only capture the event but to provide a first-person experience of the guided walking path constructed.

**MESSAGE HEIGHTS CORPORATE:** Work alongside outside video firm to capture all aspects of the client spa experience; from entering the facility to services provided. The result of the 4 day shoot was a library of images for a nation-wide advertising campaign.

