



Re: Air Canada OnBoard Café shoot

When the call came in from my client Air Canada, on a Thursday afternoon, that we could tag onto their OnBoard Café menu photo shoot to capture the food shots that we needed for the production of their 30-second commercial, I was thrilled. But then I found out that the shoot was taking place the following Tuesday, and this just happened to be a long weekend... that left me just 1 day to make all the arrangements. Still I'm calm. Then they tell me that it's taking place in Montreal! I have to admit that I started to worry. That was until I called Michael Marmur of Pinpoint National Photography. Within one hour of the call he had lined up a photographer in Montreal for Tuesday. Not only that, but a photographer with experience shooting food. And he found a food stylist as well, all within our budget!

I have to say it has been an absolute delight to work with Michael, he was reassuring and prompt. When I couldn't attend the shoot myself, I trusted that everything was in good hands. I have to say that the day did not go as intended when our client didn't let their photographer know that we were sending a 2<sup>nd</sup> photographer! Things certainly could have gotten stressful. Mario handled everything with ease and professionalism, even coordinating the food stylist to prep everything for the other photographer. He was very patient as we sorted things out, which made our work that much easier.

The end product looks fantastic and Michael even took care of ensuring that the best 'muffin top' was on the best 'muffin bottom' – Photoshop work that would often be billed as overage with other companies. Well that was just the icing on the 'cupcake'!

I can't begin to express how grateful I am for Pinpoint and how they made my company look in the eyes of my client. The whole experience was easy, the price was affordable and the end product fantastic. I highly recommend Pinpoint National Photography as the ONLY solution for photography!

Sincerely,

Janine Harris