



# /CASE STUDY

## BÉTON SURFACE

### /CHALLENGE

Béton Surface needed video and photographs to illustrate the process for their concrete coating services. They needed these images to reflect every step of the process, and reflect their professionalism in practices and results. Because of the nature of the business being “rough”, the client was concerned about not being able to achieve nice looking and artistic images.

Another challenge for this project was the need to record video and take photos simultaneously while the team was on an actual client job.

### /SOLUTION

We met with the team of Béton Surface to clarify and organize the shoot, after everything was planned and approved, we recorded the video and took the photos as discussed.

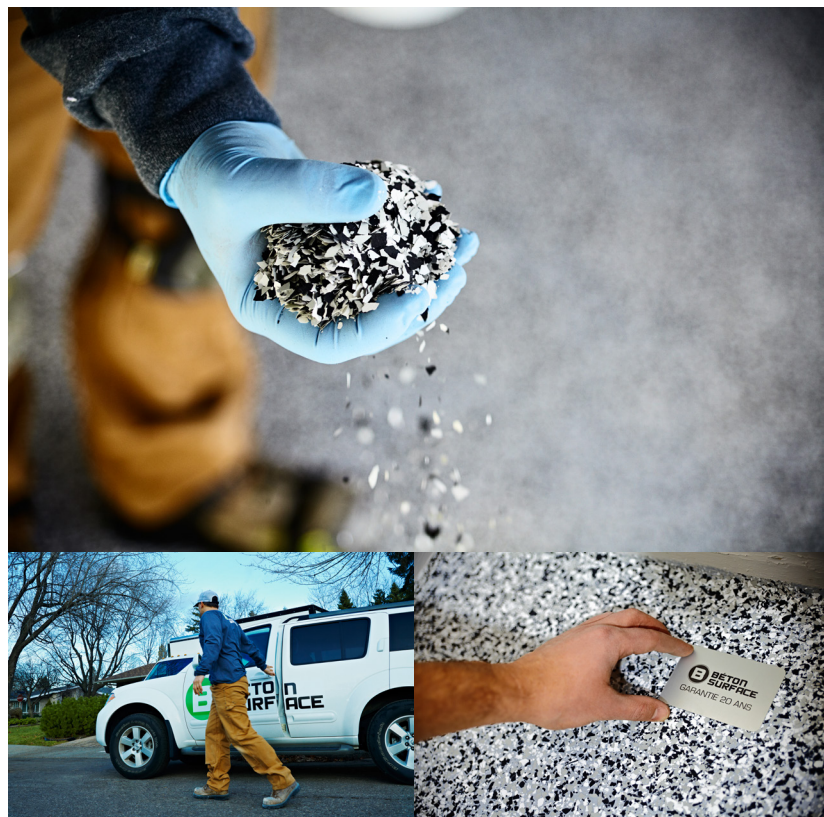
We made use of several close shots, creating textures and movement inside the frames, we also used a mix of artificial and natural light to create a softer ambient and achieve a high aesthetic value with favorable images.

We also created lifestyle images with a satisfied customer taking advantage of his brand new floor, parking a car, playing and exercising in the garage.

We had to work around the team, while also giving them precise indications and staging some parts of the process in order to achieve the necessary shots, and so they also had to also work around us.

### /RESULTS

Béton Surface pitched their business to “Dans L’œil du Dragon” using the video and photographs we produced, they close a deal with one of the Dragons and started to franchise their business. Our images are currently being used on all their marketing materials, social media campaigns and trucks. .



“I love it!... I’m very impressed with the quality of your work, thanks a lot to you (Liliana) and Mateo.”

Nicolas Desjardins,  
Owner, Béton Surface