

Discover The Fine Art of Professional Pet Photography and Boost Response Rates To Your Pet Business Marketing Material With Auscape International's Pet Stock Image Library

Dear Pet Business Owners,

Would you like to know **how to increase your customer response rate** for the pet product or service you're selling?

"Appealing visuals can get your ad noticed." Bob Bly, copywriting and marketing expert

[insert photo of dog, wrap text around] A good solid marketing strategy and an advertising campaign written by a professional copywriter will of course put you ahead of most of your competition. But there's a secret to boosting your sales phenomenally which most people don't know about.

Discover the secret you'll find here at Auscape International that will take your sales figures to the next level.

It's something so simple and obvious that most people see it in advertising every day but they don't even realize how much it's influencing them. This is good news for you, because it means that most pet businesses overlook it when they're preparing their ads and websites.

Are you ready for it? Okay, here it comes: **superior-quality professional photographs**. Yes, that's it. When it comes to using photos in your marketing materials, it's all about the professionalism of the photographer, you see. You already know that the use of professional pet photographs will make a huge difference in appealing to your audience and capturing their attention.

What you might not realize is that the actual photos you use are highly significant for the overall effect of your material.

"Many pictures tell a better story than type can do." – David Ogilvy, advertising guru.

Access the work of pet industry photo specialists all in one online gallery

[photo of cat, wrap text around] The key term here is “**superior quality.**” You see, Auscape has an online pet-specific gallery like no other. We’re aware that the pet industry is worth more than a whopping \$41 billion in North America alone, so **we’ve created a niche-specific gallery for your needs.**

Sure, anyone can aim a camera at a cute puppy or a cat staring at a bird cage. Countless of pet owners have photos of everything from spontaneous pictures to the family dog wearing his Halloween costume.

Our photographs are superior and our selection is comprehensive because we have a team of pet-specialist photographers who understand how to work with pets.

[photo of bird, wrap text around] **True professionals** go beyond the spontaneous “quick snapshot.” They know how to get an animal to pose or at what precise second to take the photo when encountered with a “cute moment.”

Meet Our Photographers

Jean-Michel Labat is world renowned for his photography of animals in the wild, particularly in east Africa. He has also built up a reputation for his photographs of dogs cats and new generation pets, working out of his Paris studio. His images have appeared in magazines and journals and he works in conjunction with advertising agencies and publishers.

Jean-Louis Klein and Marie-Luce Hubert have been working professionally for some 20 years. They are passionate about wild horses and wolves, but after extensive travel to Spain, Norway, Greece and Africa, they chose to specialize in domestic animals. Their works have appeared in magazines, books, calendars, posters and advertisements.

Yves Lanceau has had his images published regularly since 1967. His specialties include cats, dogs and farm animals. Lanceau particularly admires the beauty of Weimeraners, Shepherds, Labradors and Golden Retrievers, although he enjoys working with all of his subjects.

Jamie Pflughoeft studied animal behavior at the University of Washington and from there transitioned into pet photography. Also experienced as a dog walker, as well as in dog-and-cat sitting, Pflughoeft has a talent for getting her furry clients to pose “just so” for that particular shot.

Vibrant colors, clear black-and-white pictures, everything from cute to stately poses ... you'll find a diverse selection to suit all of your needs within **our comprehensive library of pet images.**

Special Deal! Buy 3 images and get one free! This offer is valid until April 30, 2008. Act now so you don't miss out!

Can the use of photographs really pull in more business? You bet! Our assertion is even backed up in an article written by an industry marketing specialist! Get your free copy today!

Free Article on the Uses and Benefits of Photography, Specific to the Pet Industry! While perusing an article database, I came across an article titled, "How to Effectively Use Photographs to Boost Sales for Your Pet Industry Business," written by a marketing consultant specializing in the pet industry. This may even give you some additional ideas on how to use photographs to boost your sales. [Click here](#) to download this article.

Among our online collection of **2000 pet photos**, you'll find:

- Dogs and puppies
- Cats and kittens
- dogs with cats
- chinchillas
- iguanas
- ferrets
- rabbits
- geckos
- gerbils, pet rats, guinea pigs
- horses
- canaries, cockatiels
- turtles
- snakes

[photo of rabbit, wrap text around] Auscape International has also strived to anticipate the diverse needs of advertising within the pet industry. There are:

- Indoor shots
- outdoor poses
- pets with people
- pets with a veterinarian
- Christmas photos
- dogs performing tricks
- animals with homeopathic remedies
- pets with toys

- pets with food
- casual shots
- show-stance poses
- kids with pets
- and lots more...

In other words, when I say that I'm certain you'll find **whatever** you're looking for, I'm not exaggerating!

New DVD Sampler! Have a mini-gallery at your disposal: **200 low-resolution images** from our gallery! Only \$20 U.S.! Click [here](#) to order.
(Please note that sharing these images with a 3rd party is prohibited)

All of Auscape's image files can be downloaded for easy access!

[photo of Steve Bamford] I'm **Steve Bamford**, director of **Auscape International**. I work in close collaboration with my fellow directors, Sarah Tahourdin and Vere Kenny to provide you with the best online photography gallery, both in terms of quality and selection.

The company was founded over twenty years ago by French photographer Jean-Paul Ferrero, who moved to Australia in 1982 and established the agency in 1985. At present the website represents the images of 100 photographers. Specializing in wildlife and landscapes, we have also accumulated **some 2000 pet images**. We supply pictures to publishers, advertisers, magazine, newspapers...and now we are opening making our selection available to the pet industry.

Our images have been catalogued so that you get **accurate caption information**. We'll also work with you to match our pictures to your specific needs.

Photographs are available as digital files for your convenience.

[photo of ferret]

Images to Underline Your Pet Product or Service

- Selling **pet insurance**? Are you a **vet**? Why not include a photograph of a cat being treated by a veterinarian?

- If you're **selling pet food**, what more appropriate image than that of a cat or dog eating from a bowl of food?
- **Groomers**, there is a wide selection of immaculately groomed pets of all breeds that would look wonderful on the front cover of your brochure, in your magazine ad or at the top of your flyer!
- Are you marketing **pet furniture** or beds? Perhaps you could use a photo of a dog sitting on a couch.
- **Pet dentistry** anyone? If you're marketing any teeth-cleaning product or service, you may want to use our photo of a dog's pearly-white tooth being examined.
- If you're marketing a **pet toy**, you're sure to find just the right photo for your ad in our gallery.

All right, you're almost ready to go and browse in our gallery. But you're probably wondering: how much is this going to cost? **Our rates are very reasonable**, especially considering the professionalism involved. If you were to commission any one of our photographers privately to take a series of animal photographs for you, you would easily be paying them hundreds of dollars to purchase exclusive rights to the photos.

I like to keep in mind not only your photographic needs, but also the additional expenses involved with producing and distributing marketing materials. **So to be fair**, pricing varies according to what type of ad you require the image for.

Let me give you a couple of examples: if you just need a photo for your website or a flyer, you'll only pay \$45 U.S. (\$A50). For an image less than half a page, the cost is \$135 U.S. (\$A150).

Have a look at our pricing chart simply by [clicking here](#).

Can't find what you're looking for?

With the works of 5 pet photography specialists on hand, we're the only sensible choice for your advertising needs. We'll also be more than happy to assist you in finding what you're looking for – simply send us an email at [email address.]

Now, why don't you go and see for yourself? Simply [click here](#) to go to the pet gallery and you'll see why I can so confidently boast of the selection and expertise available at Auscape International.

Once you've made your selection, **contact me at** [email address] or [phone number] to finalize the transaction.

To Your Success!

Steve Manford

Steve Bamford
Director, Auscape International

P.S. Don't forget to take advantage of our "buy 3 and get one free offer" – on till April 30, 2008.