



**WE'VE GONE
AND DONE IT,
WE BUILT A
CYC WALL!**



IN CASE YOU HADN'T HEARD... WE BUILT A NEW STUDIO!

And we're pretty dang excited about it! After years of trucking all of our gear to hired studios, we decided we may as well just build our own. We're a Hamilton Marketing Agency which means the closest studio's to us were Auckland or Tauranga. Having access to a professional photography studio right here in Hamilton meant that we could do more, more often, and spend less (in the long run...).



OK BUT WHAT THE HECK EVEN IS A CYC WALL?

A cyc wall (or Cyclorama Wall for you fancy peeps), is a curved wall painted fully white to give the illusion of infinite space behind a subject. They come in lots of different sizes and are perfect for getting a seamless background in photos and videos.

The one in our Hamilton marketing agency is the perfect size for getting photos of people (1 person to small groups of 5-6), and small to medium products. For us this means we're able to offer accessible content production for our clients, and they can just pop into our Hamilton office. So convenient!

WHAT HAVE WE BEEN USING IT FOR?

Well like we just said, we've been busy capturing all kinds of content for our clients!

We've had product shoots for **Prezzy Card** and **Giftstation**, showing off their range of giftcards. We had a delicious shoot for **Whipped by Geo**, making everyone in the office jealous (and hungry) with their amazing baked treaties. From FMCG (fast moving consumer goods), to team photos (every one wants a new LinkedIn profile pic) we've been having such a good time and always looking forward to our next studio shoot.



CAN YOU USE IT?

Umm of course you can!

We would love nothing more than to work with you to capture amazing moments in the studio of our Hamilton Marketing Agency! If you want to create something with us then hit us up at hello@likeablelab.com, or if you have the camera and just need the space then get in touch all the same and we can work something out!

Looking to download this information to keep on hand or send to someone? Download it here.