

CREATIVE CONCEPT — "THE GLOW-UP STORIES"

The throughline for the Vega's first shoot

The idea in one line: we are not taking pet photos. We are telling glow-up stories, the transformation of a dog, and the family who pulls it off.

This is the creative spine of the day. Everything in the call sheet serves one of the three stories below. Shoot to the story and the whole library hangs together instead of feeling like random pictures.

Dedication Is Required. Everything Counts Today.

WHY A CONCEPT (and not just a shot list)

A shot list tells you what to capture. A concept tells you why, so that every frame ladders up to one feeling. For Vega's, that feeling is: **"these are real, caring people who make your dog look and feel amazing."** Three stories carry it.

STORY 1 — "THE TRANSFORMATION"

The dog as the hero.

- **The arc:** scruffy and a little unsure, then the bath, the scissors, the dryer, then the chin-up glamour shot with a fresh bandana. A character who starts one way and ends another.
 - **Signature frame:** the matched before / after square. Same spot, same light, locked manual. This is the most shareable asset the business will ever own.
 - **The feeling:** "look what they did for him."
 - **Color + mood:** warm, soft natural light, clean backgrounds, the navy + gold world. Editorial, never cartoonish, never cheap-cute.
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STORY 2 — "THE HANDS THAT CARE"

The family as the heart.

- **The arc:** the people behind the work. The trust gesture, a calm dog leaning into a chest. The focus on a groomer's face mid scissor-snip. The family shoulder to shoulder, proud of week one.
- **Signature frame:** a groomer's hands and a dog's paw in one frame, eyes soft. Trust, made visible.
- **The feeling:** "I can leave my dog with these people."
- **Color + mood:** intimate, close, side light raking across the coat texture and the hands.

STORY 3 — "WE COME TO YOU"

The van as the promise.

- **The arc:** the spa that arrives in your driveway. The van at a real home, the door opening to start an appointment, the clean professional bay inside.
 - **Signature frame:** the van 3/4 angle in soft morning light, like it just pulled up for you.
 - **The feeling:** "this is easy, and it is for me."
 - **Color + mood:** bright, fresh, real neighborhood, no harsh glare on the panels.
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THE 3 HERO IMAGES (if you get nothing else, get these)

1. **The glamour finish** — one dog, chin up, fresh bandana, 85mm at f/2. (Story 1)
2. **The trust frame** — hands and dog, the lean-in. (Story 2)
3. **The van arrival** — 3/4, soft light, the promise made visible. (Story 3)

Those three, shot well, can carry the homepage, the Instagram grid, and the Google profile on their own.

HOW THIS FEEDS THE LONG GAME

Each story is also a content lane Vega's can post for months: Transformation Tuesdays (before / afters), Meet-the-Hands features (the team), and On-The-Road (van + neighborhoods). One shoot, three repeatable series. That is how a single day of yours keeps working for them all year.

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