

Fact Sheet

Company Name: The Western Home, a division of Photography by Nadine, LLC

Location: Poolesville, MD, 20837 United States

Key Contact: Nadine Levin

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Internet URLs:

Landing Page (home)	http://www.photographybynadine.com
Shop Western Home	http://thewesternhome.com
Western Portfolio	http://www.cowboysandwestern.com
Blog	http://photographybynadine.blogspot.com
Landscapes, Beachscapes, Nature, Wildlife	http://www.ibestfineartphotos.com

Marketing & PR/Alternate Contact: Theresa Auricchio

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Industry: Photography, Media, Home Accessories

Key Markets: Retail, Wholesale, Hospitality, Consumer Direct

Associations: National Association of Professional Women, Maryland Federation of the Arts, Professional Photographers of America, Equine Photographers Network

COMPANY OVERVIEW

Products and Services: stock photography, digital content, prints and canvases, home décor and commissions

'Photography by Nadine' (also doing business as 'The Western Home') produces digital content, prints and home décor products. Physical products are sold direct to the public via an ecommerce site, in galleries, art shows and in gift shops. Western art galleries, specialty gift stores and dude ranches currently have the primary representation of Nadine's work.

Nadine works with retailers and distributors develop products utilizing her imagery; her images are also licensed to manufacturers of home accessories.

In addition to she develops her own line of home products. Her home accessory products include, mugs, lamps, blankets, ceramic tiles, tile boxes, glass trivets and canvas shopping bags. All products are currently manufactured in the US, some raw materials used to make the products are imported.

Nadine creates digital content, stock imagery, prints, and commission work for businesses and the media to use in collateral, web and print applications.

Finally, Nadine works on commission for a variety of customers and organizations such as fitness centers, hospitals, hotels, ranches and horse farms.



Company Mission and Focus

Nadine's mission to produce fine art and products using those images that show the world as Nadine sees it – using natural light and no special effects (i.e. no flash or digital manipulation).

Nadine's niche is the western lifestyle, however she also known as a landscape and wildlife photographer.

Her camera-work captures everyday tasks being performed in locales such as the rodeo or on the ranch. It's a direct reflection of Nadine's straight forward, no nonsense character.

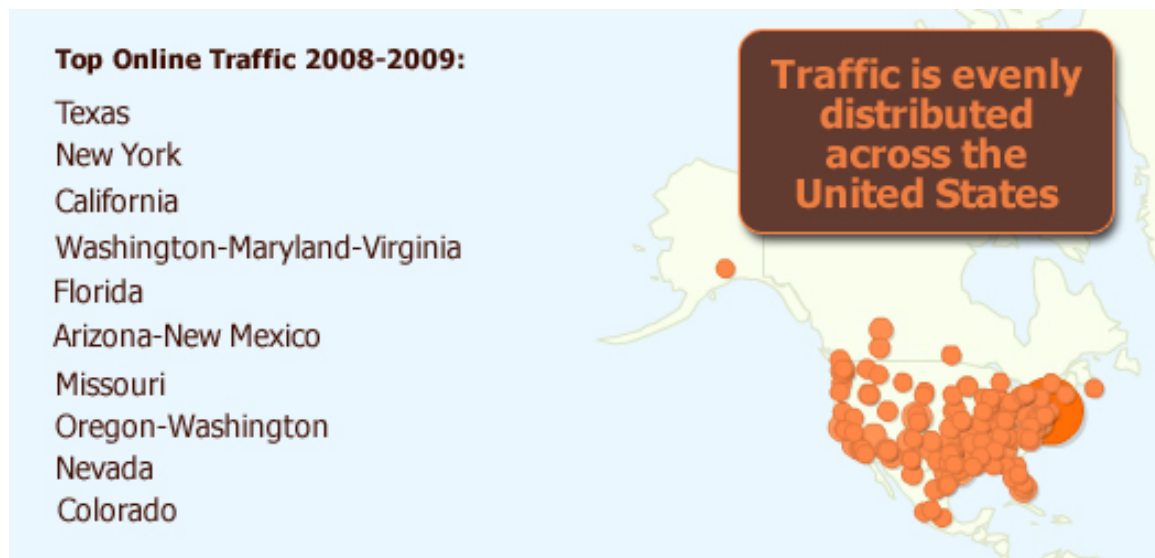
Besides honest work with integrity, Nadine's core values include achieving her goals on her own merits, producing the highest quality products, with a desire to create American-made products.

Market Focus

Nadine's work appeals to a wide range of audiences and demographic groups – her work has reached 102 countries, however the key demographic is the United States and Canada. 2009's marketing and PR efforts show that we have most visibility in Texas, New York, California, the Washington metro area which includes DC, MD and VA, Florida, Arizona and New Mexico, Missouri, Oregon and Washington, Nevada and Colorado.

Corporate customers purchase her digital images to use them in magazines, marketing collateral and annual reports. Designers purchase her prints for decoration of corporate and hospitality spaces. Galleries and gift shops purchase prints and home accessories to sell retail to consumers. Manufacturers license images for use in products such as blankets, coffee labels and lamps. Individual consumers purchase prints directly from Photography by Nadine. Her African wildlife, landscapes and floral images have sold well in urban areas.

Target Audience



	Male	Female		Male	Female	
				27%	71%	
			13-17	0%	0%	0%
			18-24	2%	1%	3%
			25-34	5%	21%	26%
			35-44	7%	15%	22%
			45-54	7%	24%	31%
			55+	7%	10%	17%

Nadine has wide range of consumers with diverse tastes. Her audience is easily identified based on Psychographics and Behaviors.

Nadine's clientele favors no political boundaries. She has worked with clients and media perceived to be both conservative and liberal. This includes equal appeal to traditional families as well as the gay and lesbian community. The common denominators are love of horses, the outdoors and the American West. Nadine's target audience engages primarily in the following hobbies and market research shows that that they purchase items for the home to remind them of the things they enjoy: horses, equestrian sports, rodeo, camping, bird watching, travel destinations, boating and fishing.

The majority audience lies in the age group of 35 to 70 though consumers in the age range of 15-55 consume our media as well. The gender is evenly split as Nadine's imagery appeals to different groups for different reasons.

Market research shows that women in the age group of 34 to 54 are the strongest patrons of cowgirl themes, perhaps because they can imagine themselves in that particular role. Gay and lesbian communities have shown specific interest in the western and rodeo themes. Lodge, rustic, western and southwest themes have appealed to sportsmen and women alike. Equine groups, equestrians, rodeo fans, and pet owners are a large portion of Nadine's audience.

Her target audiences shop using:

- gift shops associated with their hobbies (e.g. gift shop on a dude ranch, gallery in Jackson Hole)
- large sporting and outdoor stores such as Tractor Supply Stores and Bass Pro
- Western, equestrian and outdoors catalogues (e.g. Crow's Nest, Back in the Saddle and Lone Star Décor).

Photography by Nadine conducts highly targeted advertising to specific market segments. Activity is based on spending patterns of the targeted audience, which includes running ads on Face Book in the months leading up to Christmas. Ads are targeted to men and women 35-62 who are interested in cowboys, ranches and horses. Banner ads run year-round in equine online sites. A mailing is sent to dude ranches and presentations are made at high-end western or equine events. Effectiveness of the campaigns is measured and repositioned every quarter.

Discount offers and promotions attract customers and aid in list building. Public relations efforts have now been modified to announce and support events and charitable donations. A press release or blog entry is now issued for every event, donation, new product and commission. This activity has increased site traffic by 1,140.00% in three weeks. Goals/Sales have increased 200% in three weeks just prior to the Christmas shopping season in 2009.

Perceived Value

Perceived value of Nadine's products with her B2C audience appears to have nothing to do with the market price but instead lies in the personal touches, one-to-one communications and customer satisfaction. Contests that get the customers to participate in a project such as a market research survey or new product ideas – has gained many new and loyal clients. However, sales have been largely ignored by the customer base. In fact, while a huge sale was running at Christmas, several customers ignored the promotion and paid full price for the personal touches that come with Nadine's products (i.e. a hand-created note card for the gift recipient, autographing a book).

Products are priced right in line with her competition. The difference is her products use quality materials that reflect her reputation for providing higher-end value. Nadine will provide discounts and promotions for combined purchases via her online sell, thereby increasing the perceived value with those customers who feel they are getting a "deal".

For her corporate customers, Nadine offers a more limited product line — at quantity discounts — to allow her to mass-produce for large orders and sell on volume.

Nadine's western products have received a new brand name – "The Western Home" which is more appropriate to the market she serves. A large PR campaign is being waged in social media networks, via PR distribution and media interviews. As awareness rises, so does perceived value for her products.

Finally, Nadine has been endorsed by several established cowboy artists, including Shelly Blanchard Stuart and Roger Archibald, who are both members of Western Artists of America. Further, Clinton Anderson of downunderhorsemanship.com and RFD tv, an extremely well-known media figure in the horse world has also endorsed Nadine and her work.

B2B Clientele



COWBOY BY CHOICE.
BRAND BY JOHN L. LIPP



NewYork-Presbyterian
The University Hospital of Columbia and Cornell



Surrey equestrian shop

Pooler's Store



www.knockoutabuse.org

KNOCK-OUT ABUSE

COAST LAMP MFG., INC.



“Nadine Levin: A journey through her lens”

The kaleidoscope of fall colors, the first gentle snow of winter, the sweet song of a robin in spring, these are the most beautiful moments in the world. The tons of these moments are captured by Nadine’s lens, just as they become history which reveals her strong connection to the nature and the world.

Family was the first priority for Nadine and taking pictures of her son was a hobby but the hidden talent was noticed by her friends and family and the lifelong hobby turned into a profession. The discovery of a brain aneurysm and two subsequent brain surgeries in 2003 caused Nadine to walk away with a new outlook on life. Nadine now shares her new perspective on life, with the world, through her pictures.

In 2007 Nadine Levin established Photography by Nadine, a fine art and commercial photography business and in 2008. She published her first book “The 21st Century Cowboy: A Photographic Look at Cowboys Over the Last Hundred Years”. Producing fine art images without alteration is the primary deliverable of the company which is accomplished by Nadine’s mission, ‘as much as what it is not about as what it is: no posing.’

Nadine’s business started growing almost immediately. Her success stories include:

- Supplying 70+ art works for a high profile hospital wing in Westchester, NY
- Being sought out for a spot on a new show for the Outdoor Channel and has been approached by other media outlets interested in her uplifting story.
- Supplying cover images for corporate use as well as several magazine covers such as Outdoor Canada, and Extreme Equine Magazine, True West and New York Style

Nadine has a wide ranging audience and her work has reached 102 countries. Her work is available directly to the public via an ecommerce site and in galleries and in gift shops on a wholesale basis. She works with retailers and distributors and her images are licensed to manufacturers for home accessories. Nadine’s company develops some of its own home products and Nadine is also available to create personalized items for customers wherever possible. For her corporate customers, Nadine offers a more limited product line — at quantity discounts — to allow her to mass-produce large orders. Her home accessory products include note cards, prints

and her unique offerings include American-made ceramic tiles, tile boxes, glass trivets and canvas shopping bags. An artisan-glazed mug has also been developed

Nadine Levin is based in Poolesville, Maryland. A Life on the farm and having a studio just a few steps away from the house gives her unique opportunity to continually exercise her artistic muscle. The resulting portraits, or what she terms, “slices of life”, reflect Nadine’s straight forward, no nonsense character.

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