

FRIENDS & FAMILY

Doug Menez's "Hyper-Real" for Charles Schwab
Case Study



DOUG MENEZ



CHARLES SCHWAB needed to refresh their brand library and decided that my style of what they called “hyper-real” documentary photography was the solution. Given that their audience has grown more visually sophisticated, my goal was to deliver truly authentic moments of everyday life.

I’ve devoted my life in photography to capturing the **quiet interactions, intimate emotions** and **core human experiences** that we all share. Hopefully this sparks empathy in the viewer. I’m obsessed with showing what it means to live in this complicated world full of joy, pain, unresolved conflict and challenges.

And yet there is always hope. That truth gives me a baseline for my process of discovery on these kinds of projects.

This terrific collaboration with Charles Schwab began with the decision to shoot in Chicago and to cast real-people talent—real families and friends— and then learning about them and their interests. Then we documented them doing the things they actually do. In the end, it’s about telling their stories.

My deepest thanks to Creative Director Nina Harris and Art Buyer Stephen Lazar for the opportunity and for their faith and trust in me. “Hyper-real” all the way.

DOUG MENEZ



Friends











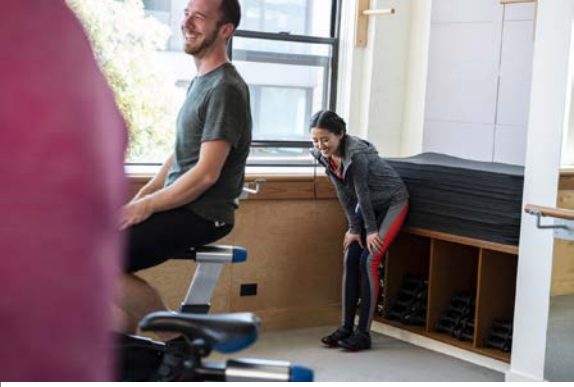




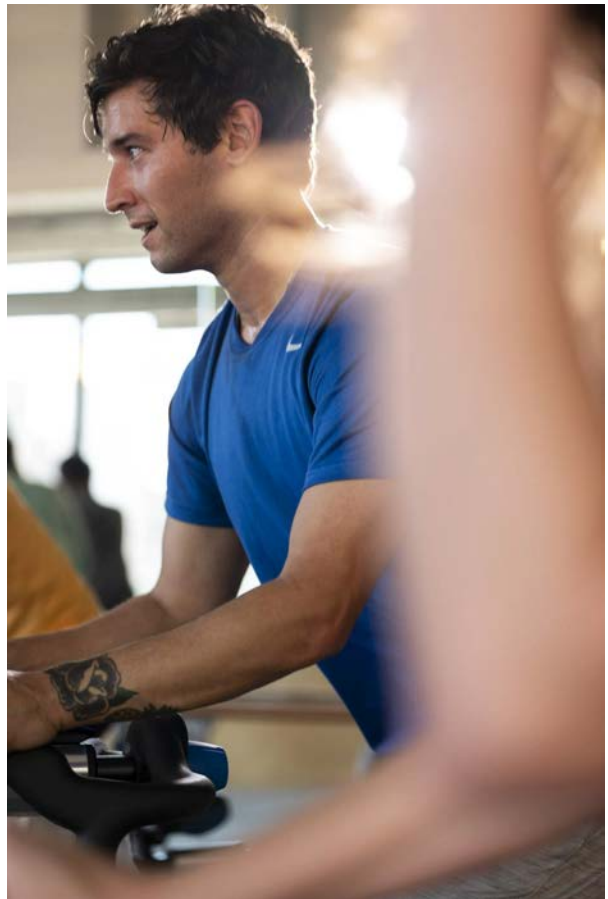














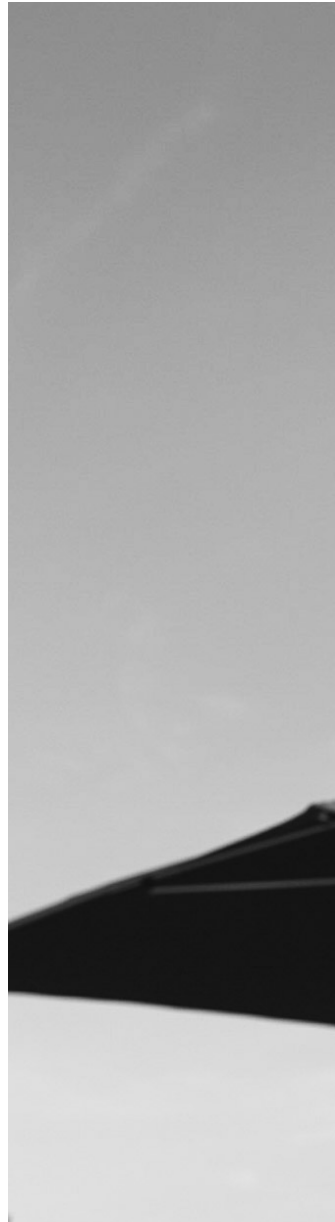
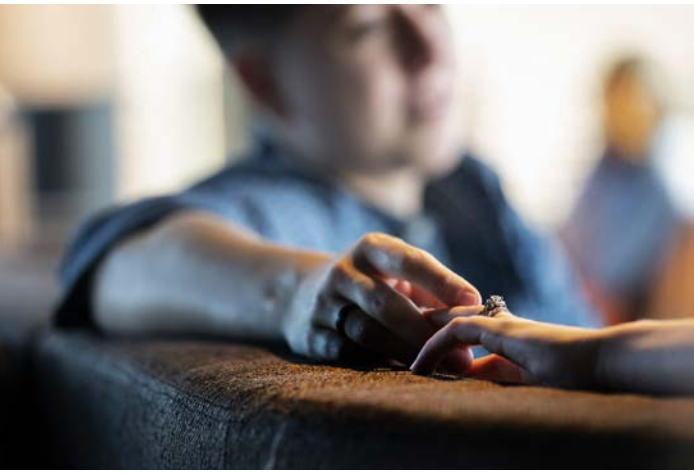






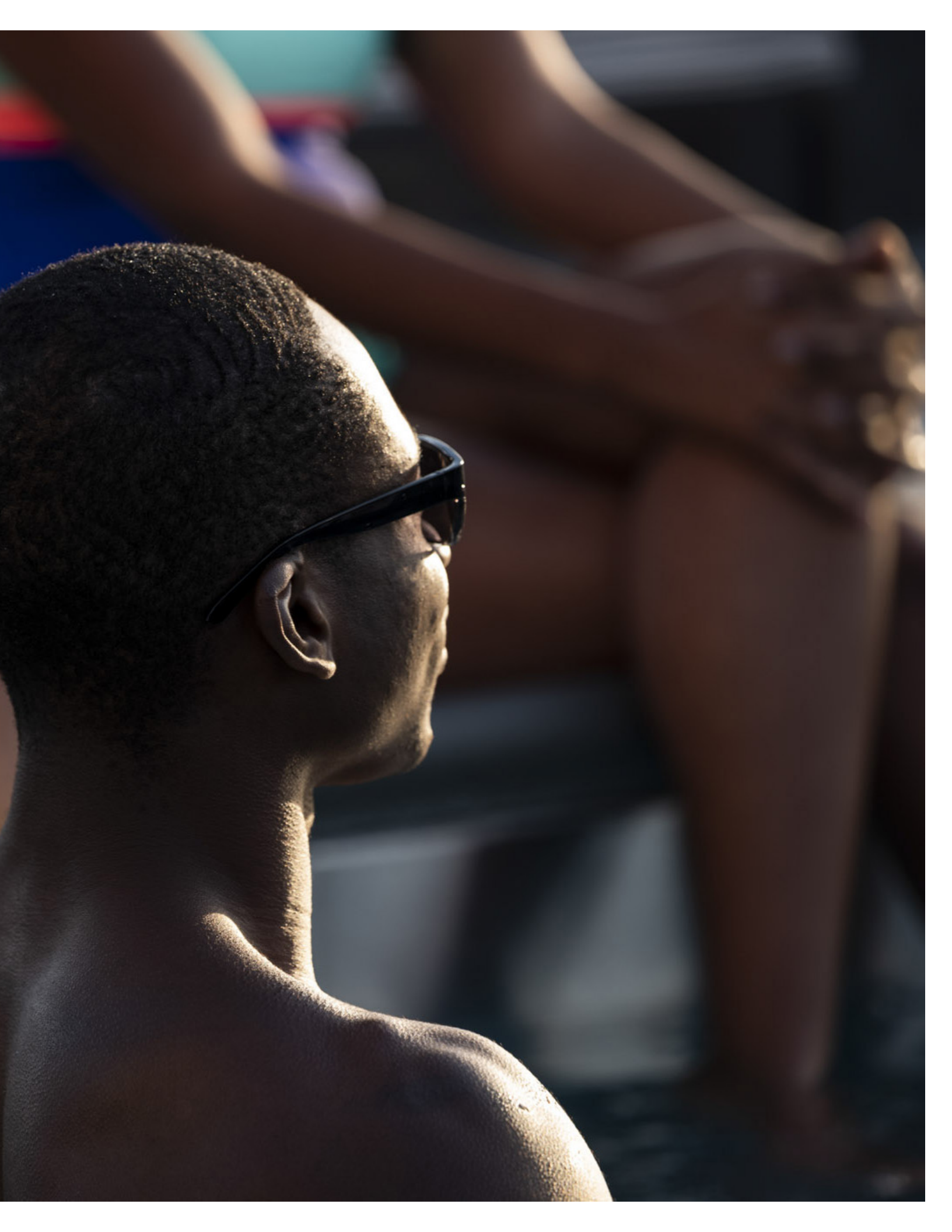














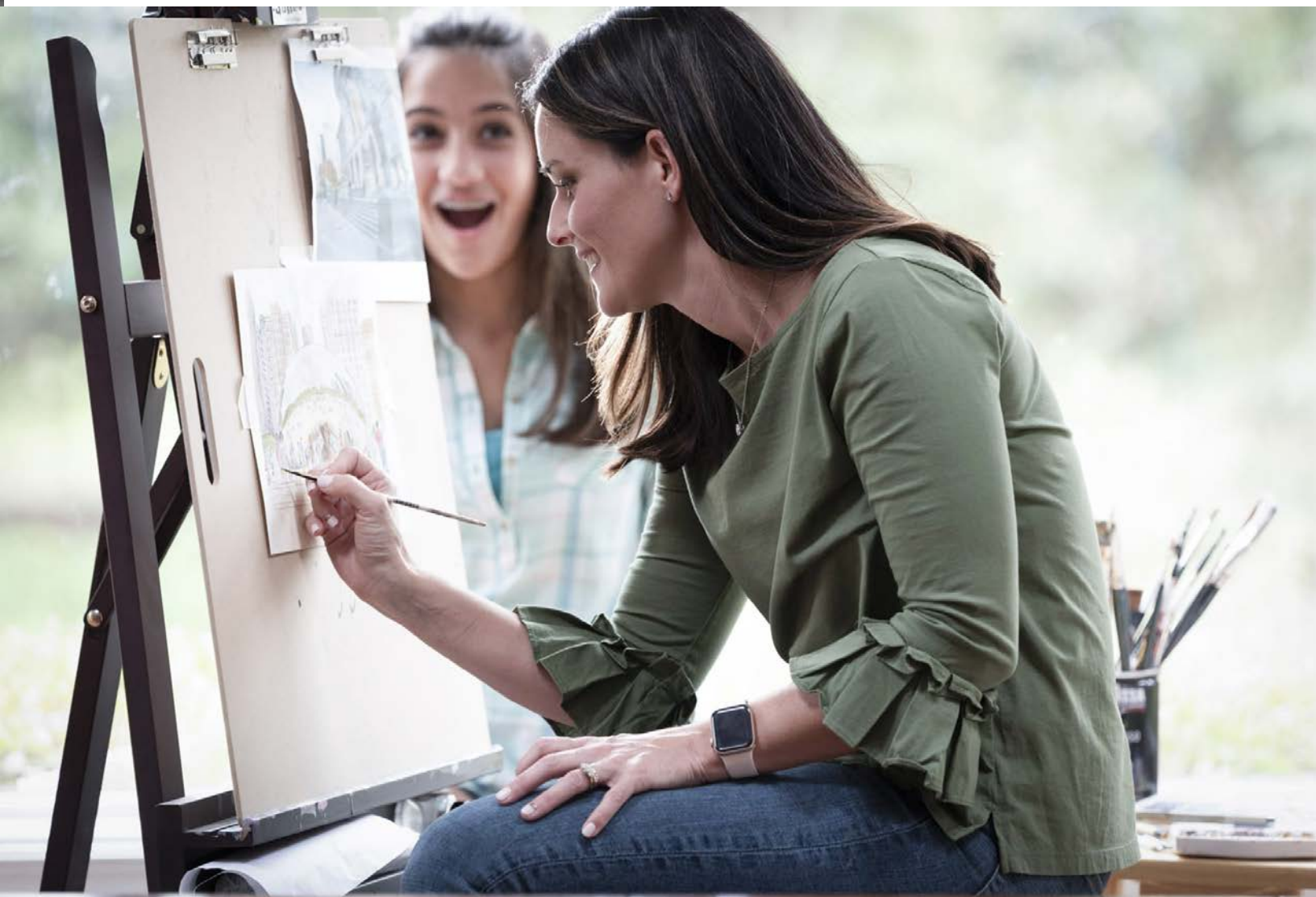


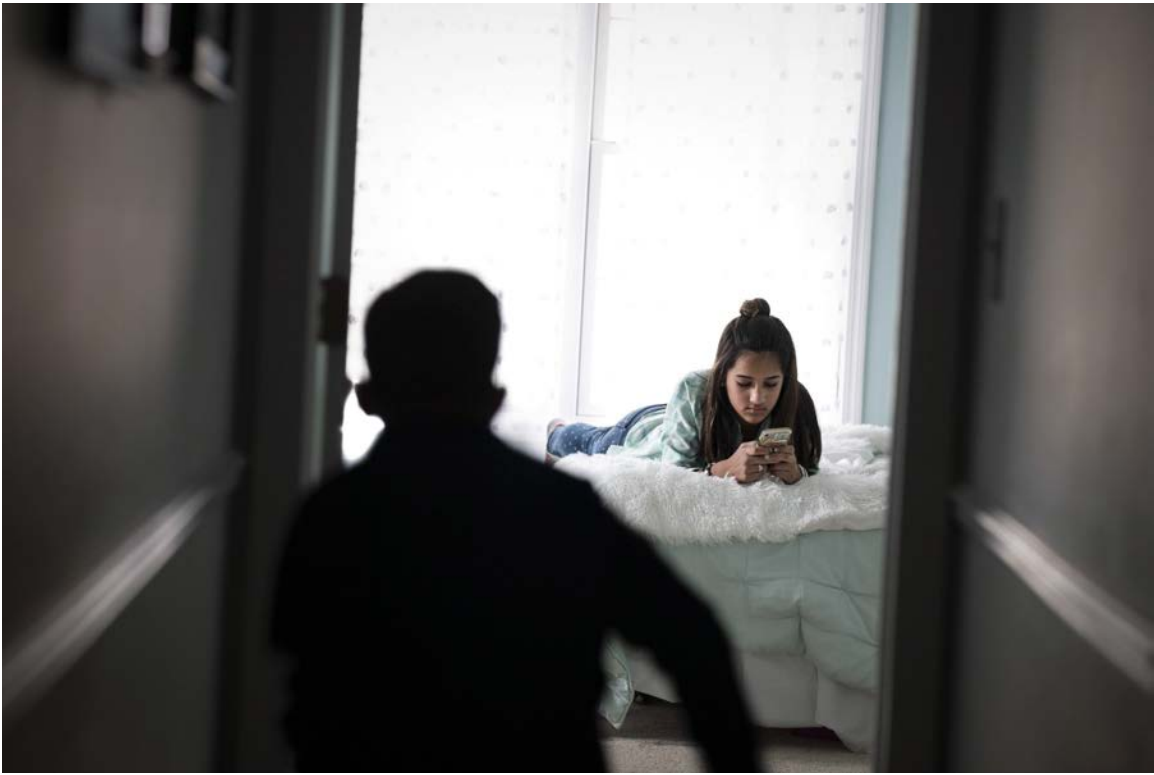


Family















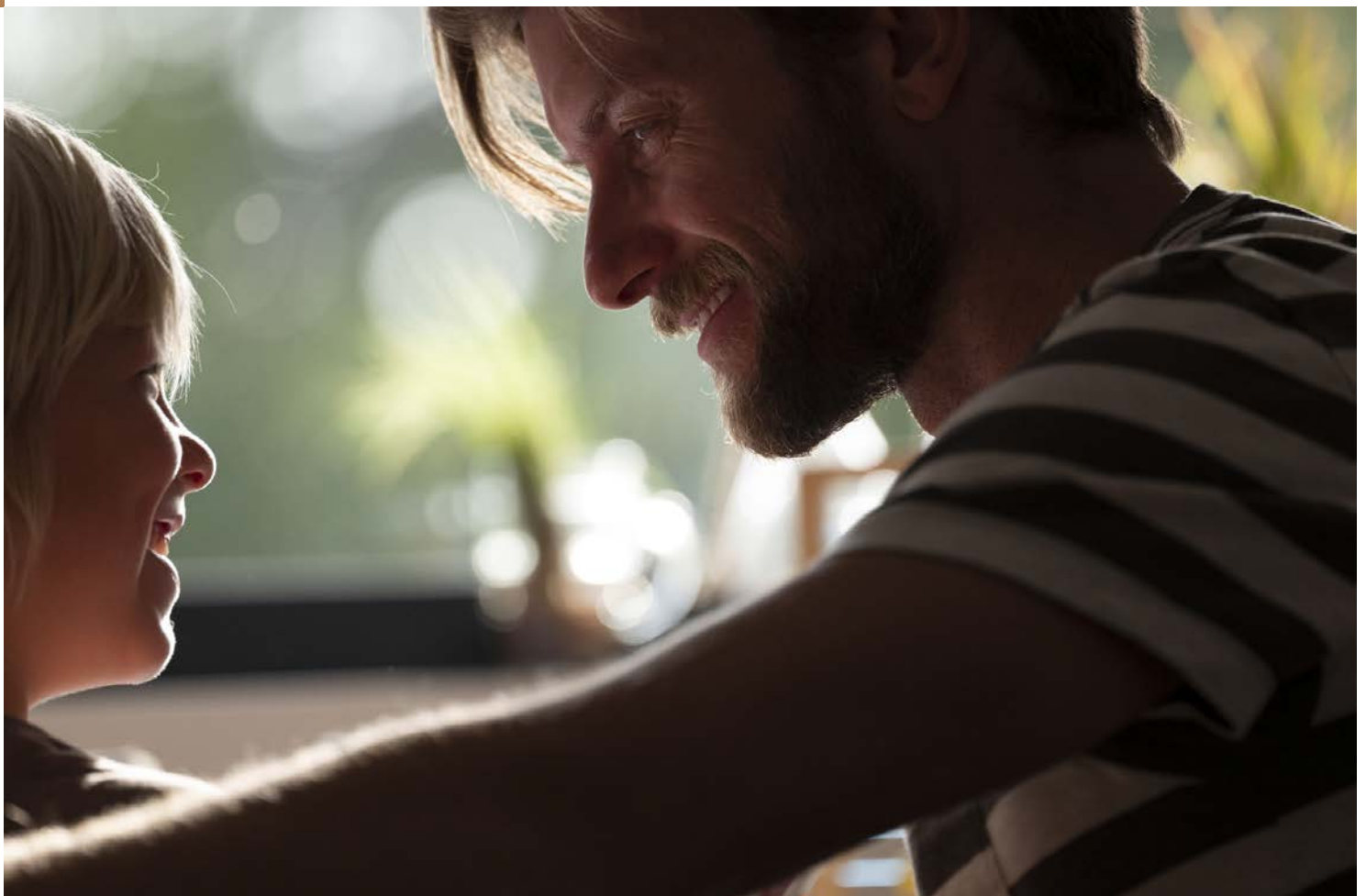














































KNEAD

PLEASE



“

*I cannot overstate the impact
of your photography on every
aspect of our business at Schwab.*

Stephen Lazar

Art Buyer/Digital Asset Manager, Charles Schwab

SPECIAL THANKS:

Creative Director: Nina Harris

Art Buyer/Digital Asset Manager: Stephen Lazar

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