



Nicky Willcock's campaigns

I shot the Guest Invest campaign (above) for the agency Heavenly. We were producing the launch investor brochure. I only had access to one hotel, and the idea was to produce generic detail shots connoting style and luxury.

For the Eurostar campaign (left) I assimilated a style from Eurostar's existing identity elements, and produced images that had strong perspectives and high contrast, incorporating lots of blue, in a bold, dynamic, and graphic style. We agreed to shoot details of places, rather than pictures that made you think you'd seen it all and didn't need to go there!