



YOUR STORY, OUR PRODUCTION.

Welcome

This portfolio showcases a selection of work that reflects how we create, collaborate, and tell stories. At Dream Shoot Media, we take the time to understand your brand, your values, and what matters most to you before we begin any project.

By getting to know your goals and the message you want to communicate, we're able to craft content that feels authentic and meaningful. These examples highlight our focus on clarity, creativity, and purposeful storytelling.

We look forward to exploring how we can bring your story to life with the same attention and care.



The brief.

An Oslo based gym requested professional photo and video coverage from DS Media to support a shift in their marketing strategy moving away from purely fitness focused content toward highlighting their **community and atmosphere**.

The goal is to create **visual storytelling content** that captures not just the workouts, but the **energy, connection, and sense of belonging** within their classes. The content will emphasize the **relationships between instructors and participants** and showcase the gym as a space where people come together, not just to train, but to be part of a supportive and motivating community.

Creative approach.

Our approach was all about keeping it real, capturing the gym as it naturally is. We focused on **real interactions between instructors and members**, the **energy of the classes**, and the **genuine sense of community**. By filming during actual sessions, using natural light, and keeping direction to a minimum, we were able to create photos and videos that feel **authentic, lively and true to the vibe** of the gym.

The result.

The project included a collection of **professional photos and videos** designed for use across all of the gym's platforms. This content is ready to be shared on **social media, websites, email campaigns, and other marketing channels**, providing versatile assets that showcase the **energy, community, and atmosphere** of the gym in an engaging and authentic way.





The brief.

The goal of this project was to showcase a new clothing line in a real training environment that reflects the brand's focus on strength, performance, and authenticity. The brief called for capturing the products in action during a functional workout session, using one athlete to guide a model through movements that represent the training style and community behind the brand.

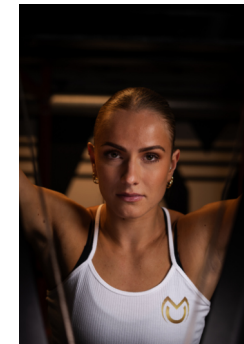
Creative approach.

We began by learning the brand's values and visual identity, ensuring the creative direction aligned with their message of performance-driven apparel. The shoot was designed to feel raw and energetic, with a strong emphasis on natural interaction. By building a structured flow of exercises, we created opportunities for genuine moments rather than staged poses. Using dramatic, minimal lighting, we highlighted muscle definition, movement, and the texture of the clothing. This approach allowed us to capture both the intensity of the session and the functionality of the apparel in real use.

The result.

The final collection delivers a dynamic blend of stills and motion that showcases the clothing's performance in a real-world setting. MuscleUp.no received a versatile library of content including product focused images, action shots, and short form videos ready for use across social platforms, ads, and website features.

The story we captured reflects the brand's core message: gear made for athletes, tested in the environment it was designed for.





The brief.

This project involved capturing headshots for a new department at a growing energy company. The goal was twofold: create professional portraits that matched the existing style on their website and produce additional images outside to capture an urban, downtown Oslo atmosphere. The company wanted a consistent look that also reflected a modern and approachable office culture.

Creative approach

We began by reviewing their existing website imagery to ensure consistency in lighting, composition, and style. In the office, we used clean, natural light setups to achieve polished and professional headshots.

For the outdoor shots, we chose locations that reflected the energy of downtown Oslo, balancing urban textures with natural light. By guiding each subject in a relaxed and friendly way, we captured authentic expressions that felt professional but approachable. This combination created a versatile set of images suitable for internal use, the website, and marketing materials.

The result.

The final deliverables included a cohesive collection of headshots, both in-office and outdoors, that maintained the company's brand identity while adding variety and character. The client received images that were ready for immediate use across their website, social media, and internal communications, reflecting a modern, professional, and approachable team.





The brief.

This project focused on a sports brand that supports functional fitness athletes. The brand was launching a new product line and wanted to feature a series of high level athletes in promotional content. Because of the time of year, an outdoor shoot was preferred over the traditional gym setting. The goal was to refresh the brand's imagery by taking a company that is usually associated with indoor training and presenting it in a nature and urban environment.

Creative approach

We designed the shoot to highlight the athletes' performance and the clothing line in a fresh, outdoor context. By choosing locations that combined urban textures with natural elements, we were able to maintain the energy and intensity of functional fitness while giving the visuals a new perspective.

Lighting, angles, and movement were carefully planned to capture dynamic action and showcase the product in motion. We worked closely with the athletes to ensure that each shot felt authentic, powerful, and aligned with the brand's identity while presenting a fresh visual narrative.

The result.

The final collection featured a mix of stills and motion content that captured the athleticism of the athletes and the functionality of the new line in a vibrant outdoor setting. The brand received content that could be used across social media, campaigns, and promotional materials, giving their product launch a modern, energetic, and unexpected visual approach.





The brief.

This project focused on a sportswear brand known for bold creativity, futuristic ideas, and content that consistently pushes visual boundaries. Their apparel is built around the concept of motion, both in design and performance. So the brief challenged us to create visuals that felt dynamic, experimental, and forward-thinking, while still staying true to their established brand identity.

Creative approach

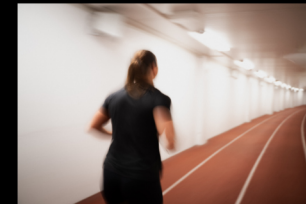
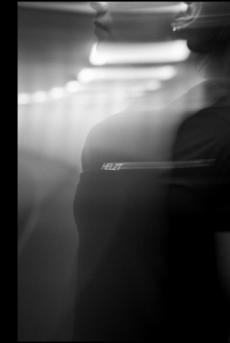
We started by studying their previous campaigns to understand their visual language: fast paced energy, unconventional angles, and a strong sense of movement woven into every frame. Our goal was to build on that foundation rather than imitate it. We crafted a concept that blended athletic performance with sleek, futuristic storytelling, using lighting, motion blur, and intentional camera movement to highlight the theme of motion within the apparel itself.

We designed the shoot around fluid transitions and high impact action, ensuring every shot reinforced the brand's signature look. Throughout the process, we worked closely with the brand team to maintain consistency in colour, tone, and pacing, so the final content both aligned with and elevated their identity.

The result.

The final deliverables included a suite of stills and motion content that captured the brand's futuristic aesthetic while showcasing the athletic functionality of the clothing. The visuals feel fast, bold, and innovative, true to the brand's DNA and provided them with fresh material for campaigns, social media, and product launches.

The result is a dynamic blend of creativity and consistency, reinforcing the brand's reputation for thinking differently and leading with imagination.





The brief.

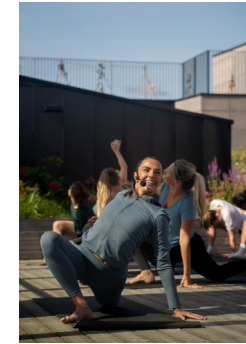
This project focused on the launch of a new clothing brand by an ex Olympian. The client wanted to create an engaging day where people could experience the product firsthand, while also participating in a rooftop yoga session. The goal was to showcase both the product in action and the community around it, capturing the essence of the brand through both photography and video.

Creative approach

We approached the shoot with the idea of blending lifestyle and action. In addition to documenting the launch and people interacting with the product, we captured the yoga session to show the clothing in use and highlight the sense of community. Our focus was on natural, candid moments that reflected genuine interaction and connection. Lighting, angles, and movement were carefully considered to create a cohesive visual narrative that aligned with the brand's identity. We captured both wide, atmospheric shots and close, personal moments to create versatile content for multiple platforms.

The result.

The final content successfully highlighted both the product and the community experience. The client received a curated collection of images and video clips that showcased people engaging with the brand, participating in the yoga session, and interacting naturally with one another. The assets conveyed the brand's values and helped establish a visual story centered on connection, lifestyle, and community around the new product.





The brief.

This project was a partnership shoot for a beverage brand with a newly signed ambassador. The goal was to create outdoor running content in a natural, woodland setting that reflected the ambassador's lifestyle. The client wanted images that emphasized motion and movement, aligning with the energy and activity featured on the mood board.

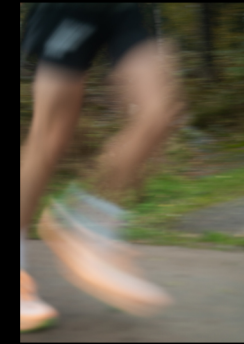
Creative approach

We focused on capturing authentic movement and the dynamic energy of running through the woods. By working closely with the ambassador, we were able to time shots for peak action moments while maintaining a natural flow.

Lighting and composition were used to enhance depth and motion, highlighting both the ambassador and the product in an organic outdoor environment. The shoot was planned to create a series of versatile content pieces that could be used across digital campaigns, social media, and promotional materials.

The result.

The final content showcased the ambassador's active lifestyle and the product in a dynamic, engaging way. The client received a cohesive set of images and video clips that communicated energy, motion, and authenticity, providing versatile assets for marketing campaigns and social media storytelling.





The brief.

This project was a celebration hosted in Tuscany, an intimate gathering of family and close friends brought together to honour a wedding that had taken place the year before. The couple wanted to relive the magic of their wedding through a relaxed, joyful celebration and have the memories captured in a warm, cinematic way. The focus was on genuine connection, beautiful surroundings, and storytelling that reflected the love they share with their people.

Creative approach

Our approach centred around authenticity and emotion. We spent time understanding the couple's journey, the significance of this celebration, and the intimate atmosphere they wanted to create.

To complement the Tuscan setting, we leaned into soft, natural light and warm tones that bring out the charm of the location. Rather than directing heavily, we documented the day as it unfolded, capturing laughter over shared meals, quiet moments between the couple, and the organic interactions that make gatherings like this so meaningful.

We moved through the celebration with a minimal footprint, allowing guests to feel comfortable and unposed while still capturing the essence of the day. The goal was simple: visually preserve the feeling of being there.

The result.

The final collection includes a blend of heartfelt portraits, candid moments, and scenic visuals that highlight the beauty of Tuscany and the closeness of the celebration. The couple received a timeless set of images and video that reflect the warmth, gratitude, and joy of the day, a story not just of an event but of the relationships and memories that made it special.



DSMedia is genuinely one of the most talented creative teams in the game. They're reliable, punctual, and have an effortless ability to connect with everyone, quickly becoming part of any community they step into. Their content always speaks for itself, and we're consistently thrilled with the results. Highly recommended.

TEAM VITAMIN WELL, NOCCO AND BAREBELLS

Working with DS Media has been incredibly smooth. They always deliver top quality videos, reels, and photos every single time with great attention to detail. We're extremely happy with the work they have done for us.

KRISTIN HOLTE, KRIGER TRAINING

It's always a pleasure to have DS Media (Duane) on our competitions, he always has a smile on his face and brings a lot of positive energy. His work makes sure that our events are remembered as magical and truly brings out the best of it.

HANNA VENEMYR HILDESKOR, NORGES FUNCTIONAL FITNESSFORBUND

Ready to Bring Your Vision to Life?

We'd love to be part of your next chapter.
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