



Real Pet Care,  
Beautifully Documented

Case Study

# Commercial Image Library Development

---

## WOOFIE'S OF DAVENPORT-KISSIMMEE

Service-based pet brands rely on trust, professionalism, and operational efficiency. Woofie's engaged us to document real grooming operations inside an active mobile unit while building a cohesive, marketing-ready image library.

This project demonstrates our structured, process-aware approach to building professional image libraries for pet-focused businesses operating in active environments.





The Brand

# Woofie's of Davenport-Kissimmee

---

MOBILE DOG GROOMING FRANCHISE

Woofie's of Davenport-Kissimmee operates within one of the fastest-growing mobile pet care franchise networks in the country. As a brand built on professionalism, trust, and convenience, their visual presence must reflect the real experience clients receive at every appointment.



*This project reflects the visual standards required by a growing, nationally recognized brand.*

## Context & Scale

Woofie's is part of the Authority Brands family and ranks among the fastest-growing mobile pet care franchises in the U.S.

### **KEY STATS:**

- Expanded from 4 to 80+ franchise locations
- Operating in 26 states with 100+ mobile grooming vans
- Named a 2026 Top Franchise by Franchise Business Review
- Ranked #1 in Pet Care (Dog-Walking/Pet-Sitting) on the Entrepreneur Franchise 500

# The Goal

Create a versatile image library that communicates professionalism, trust, and authentic client experience, without disrupting active appointments.

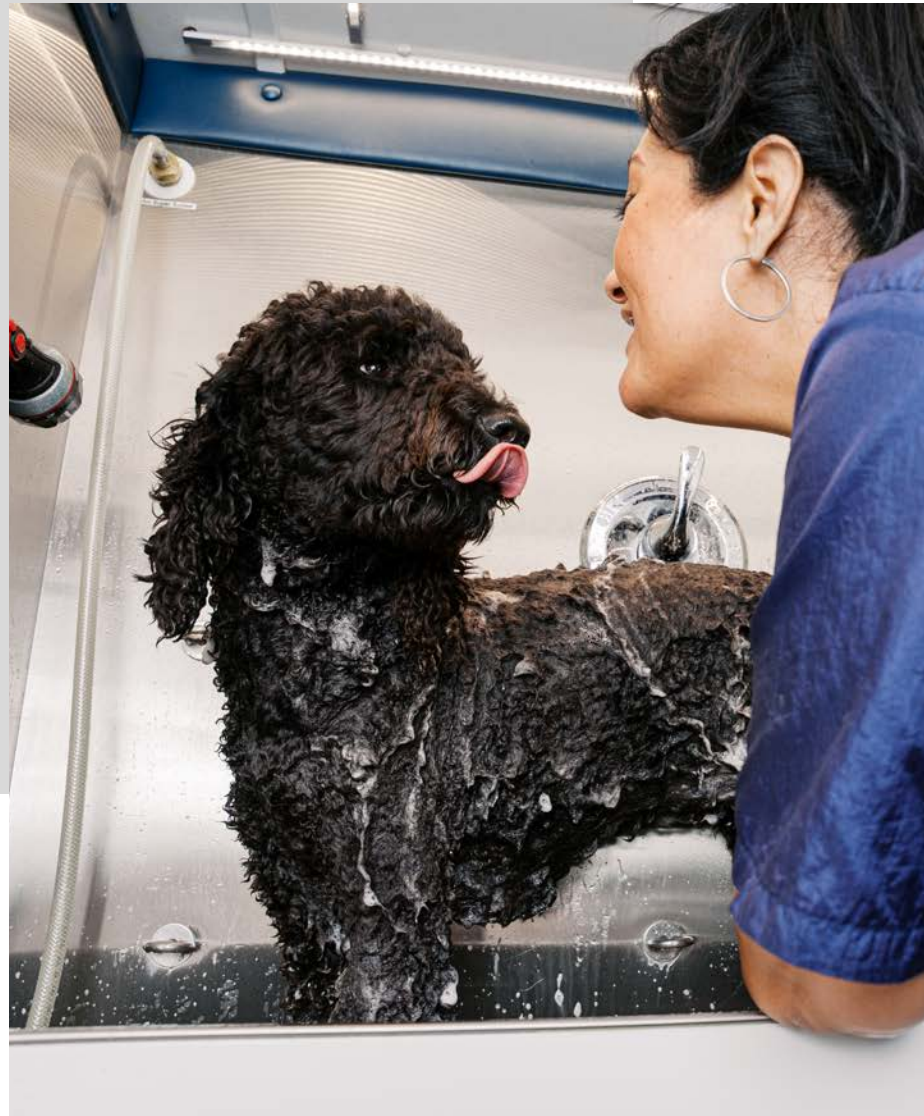
Designed to support marketing, recruiting, and brand consistency across platforms.





## The Challenge

- Tight, mobile workspaces
- Real dogs with varying temperaments
- Lighting and timing constraints
- No room for staged or disruptive setups



# Our Approach

---

We designed the shoot around real grooming appointments, prioritizing authenticity and operational rhythms.

- 1. DOG-LED PACING**  
Sessions followed each dog's comfort and personality, ensuring calm, natural interactions.
- 2. PROCESS-FIRST STORYTELLING**  
We documented the full grooming arc, from prep through finishing touches. Real environments and real interactions.
- 3. MINIMAL OPERATIONAL DISRUPTION**  
Lighting and composition were adapted to the van environment without interrupting service.



## Process in Action

---

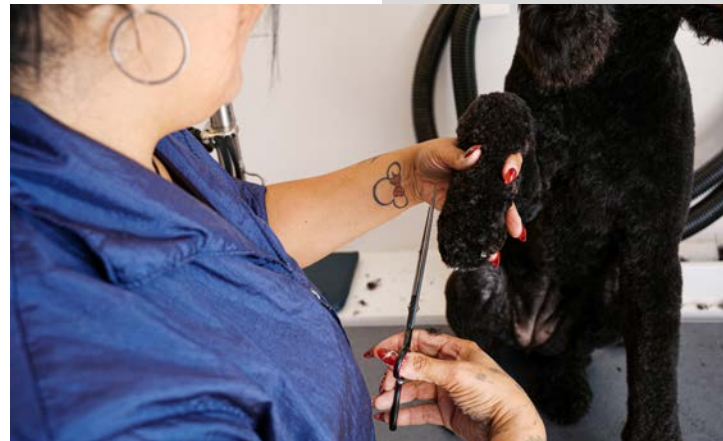
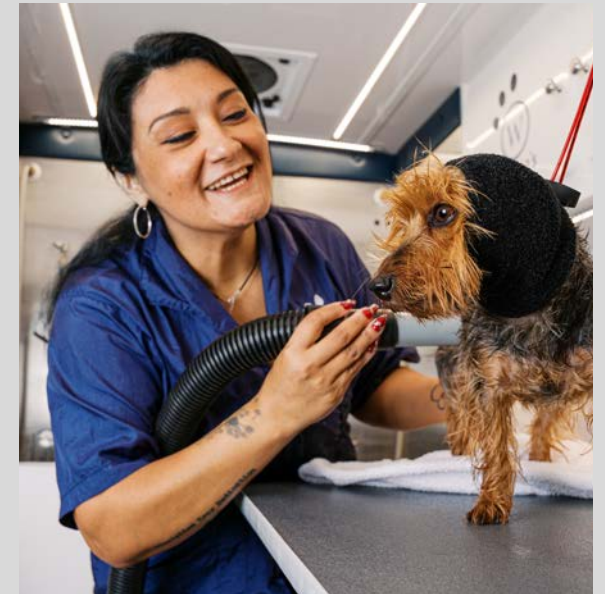
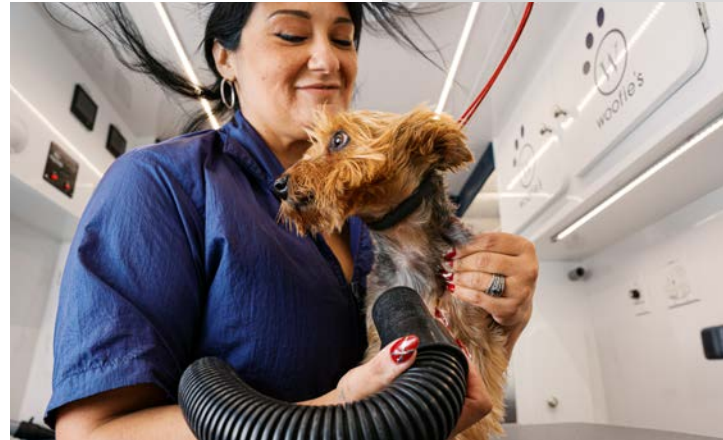
- Early-stage prep and bathing
- Hands-on grooming and finishing details
- Relaxed finished portraits

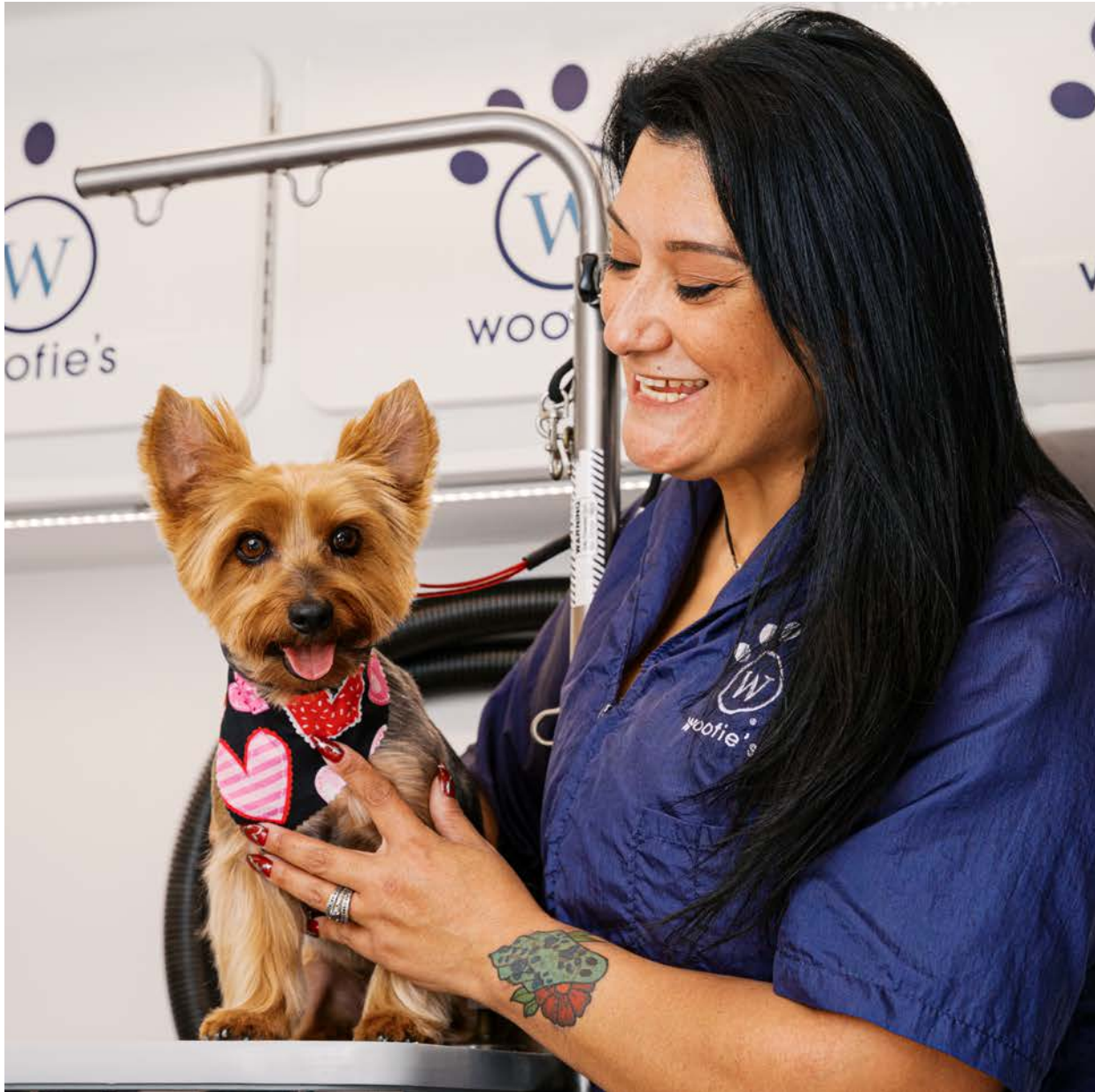
We documented the full grooming experience – from prep through finishing touches – capturing authentic live service and professional handling at every stage.

# People & Expertise

---

Professional grooming requires technical skill, calm handling, and trust at every stage. We focused on documenting that expertise in context.





## The Results

---

35 fully retouched images delivering balanced coverage of process, people, and brand, ready for flexible use across marketing platforms.

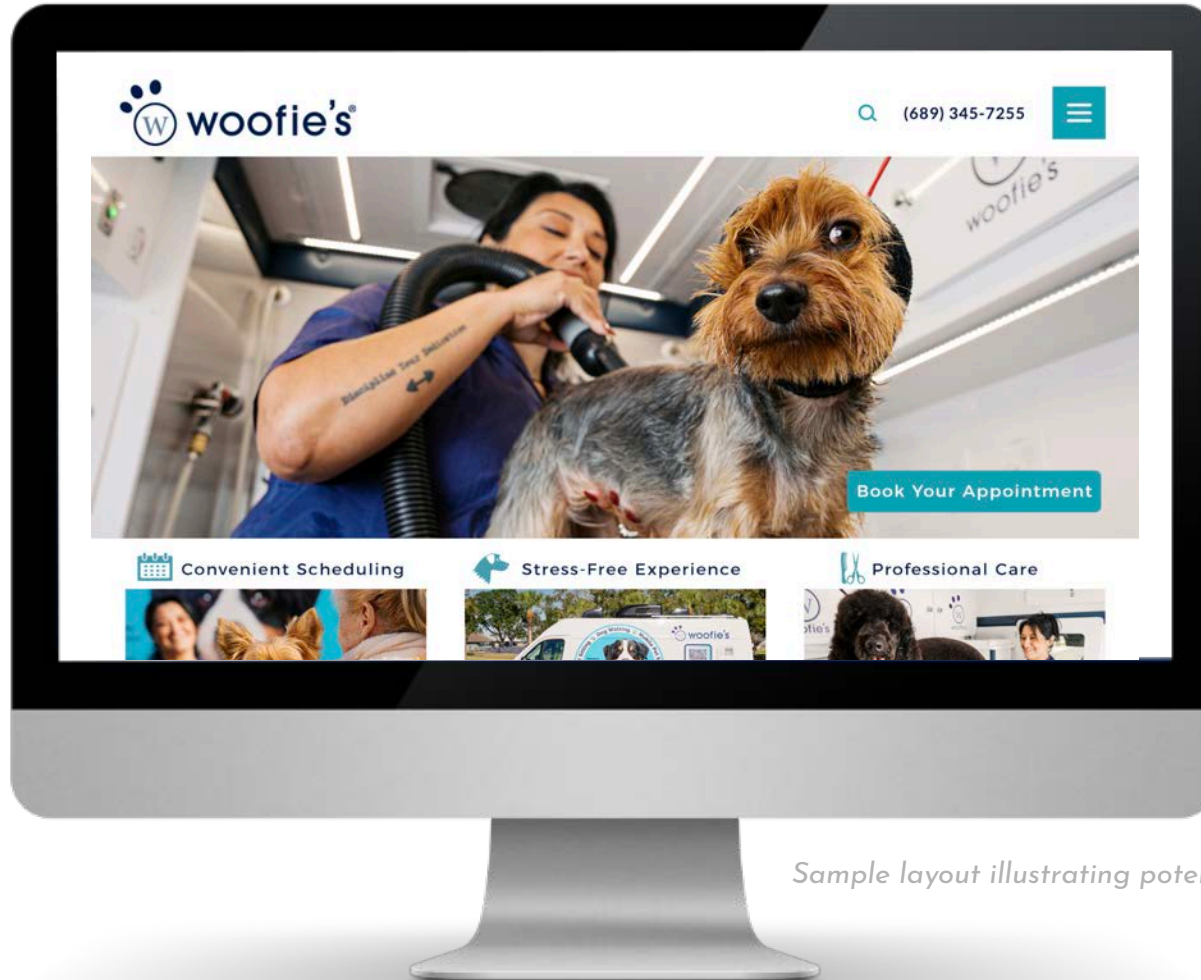
Includes imagery optimized for web, social, recruiting, and large-format print.

# How These Images Are Used

## Website & Landing Pages

---

Brand-aligned imagery that builds trust before a client books.



*Sample layout illustrating potential web use.*

## Recruiting & Social

---

Consistent visuals across platforms that reinforce professionalism and care.

# Who This is For

---

Process-driven, pet-focused photography for service-based brands operating in real environments.



## MOBILE GROOMERS

Professional, process-aware imagery for websites and recruiting.



## VETERINARY CLINICS

Calm, trust-building imagery that reflects real client experience.



## PET SERVICE FRANCHISES

Consistent, brand-aligned photography supporting multi-location marketing, recruiting, and growth.





*Over 13 years photographing pets and pet-focused brands*

## Why Work With Us?

---

We combine commercial photography expertise with hands-on experience working with animals in real environments. Our process is structured, efficient, and designed to integrate seamlessly into active workplaces.

- Hundreds of dogs and cats photographed across a wide range of environments
- Comfortable in mobile units, shelters, homes, and active workplaces
- Trusted by franchise and service-based pet brands
- Extensive live-event experience with the American Kennel Club

# Let's Create Something That Works for Your Brand

---

If your business depends on trust and professionalism,  
your photography should reflect it.

Ready to start a conversation?



EMAIL

[info@hotdogpetphotography.com](mailto:info@hotdogpetphotography.com)



LOCATION

Saint Cloud, Florida



PHONE

(407) 498-6917

