

## FOR IMMEDIATE RELEASE

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### HAWKE MEDIA TO BUILD IN-HOUSE PHOTOGRAPHY STUDIO

SANTA MONICA, CA – May 22, 2017 – Hawke Media announced today that they will soon be adding a brand new service to their suite of offerings - custom photography and videography. The digital marketing agency that bills itself as “your outsourced CMO” is adding a new studio space to their office in Santa Monica that will be live in two weeks.

The announcement comes at a time when many agencies are attempting to scale down and outsource more aspects of their services. But Hawke Media explains that owning the production process from end to end is an advantage in the agency world.

“Prior to this we were driving to downtown LA and shooting in studio lofts. Building an in-house studio sounds expensive but it’s actually a fraction of the cost of renting one of those,” says Brian Lovelace, photographer for Hawke.

Beyond that, it will allow the agency to employ a new model, wrapping the production team into the overall creative team to ensure that the result matches the vision. If done right, eliminating the middleman means that teams can scale up more quickly because deliverables are no longer at the mercy of a production company’s schedule. Hawke expects that this will result in stronger ROI for their clients.

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#### ***About Hawke Media***

Hawke Media is a full-service outsourced CMO headquartered in Santa Monica, CA. Recognized by *Built in LA* as one of LA’s Top 50 Startups, Hawke Media was founded by e-commerce and digital marketing expert Erik Huberman in 2013 and has been valued at \$30 million. Hawke Media has worked with over 400 brands, including companies such as *Raden, BeautyCon, BottleKeeper, The Ridge Wallet, Buscemi, Red Bull, Evite, Verizon Wireless, HP*. [www.hawke-media.com](http://www.hawke-media.com)