



Our Brand Pyramid

Advocate
photography and
videography at the
highest level

Vision

Products and services that will help
you realise your creative vision in
photography and videography

Promise

1. Proven track record in product innovation
2. Used by the world's best photographers
3. A commitment to education

1. Complete faith that I have the best in photography equipment
2. Inspired by my heroes to own Nikon
3. Confident that I can be a better photographer with Nikon

Reasons to believe // Benefits

'The Master Photographer'

Dedicated, passionate,
supportive

The photographer's partner

Personality // Tone of Voice // Point of View

CAPTURE TOMORROW