



POHLEROID

TRAVEL - LIFESTYLE - COMMERCIAL

MEDIAKIT 2023

MAXIMILIAN POHLER
innovative | ambitious | professional

About me.

I'm a 28-year-old freelance travel & Lifestyle photographer based in Leipzig, Germany. I'm known for my storytelling and color palette.

For this I primarily use warm tones, high contrasts and grain as stylistic devices to take the viewer on a journey of lightheartedness.

Storytelling is a key element that I emphasize in both my personal and professional work. The moments in between are what matter most.

It's about the bigger picture and the journey. So, I don't think in terms of individual images in my work, but in whole series that together

should give a unique understanding of an environment or product.



Over the past few years, I've been building a community on Instagram of almost 40k people and have worked with renowned brands like

Mercedes Benz, Porsche, Vans, Adobe, Canon and many more. I also stepped into the [NFT Space](#) in early 2021. My mind is driven by

innovation which is why I also finished my master degree in innovation management at the TU Chemnitz and which lead me to be one of

the first German photographers on SuperRare. The most exclusive platform for NFTs

I move between the sea and the mountains, find joy in the small moments in between, in the details of life and the visual magic of the medium of photography. I am following my intuition and photographing based on my visual pleasure, which is why I describe myself as a

multi-genre hybrid.

In addition to my main job as a photographer, I co-founded the company [CANVASMART](#) in 2020. CANVASMART brings together emerging

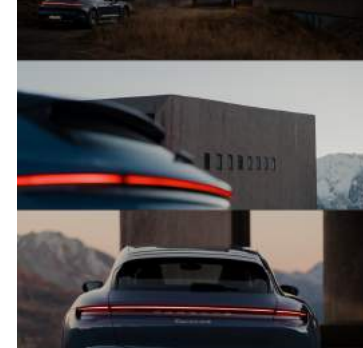
and established photographers from around the world to sell fine art to a global market.

Important to us is a sustainable footprint and the finest selection of artists and motifs.

The portfolio.

Automotive Photography.

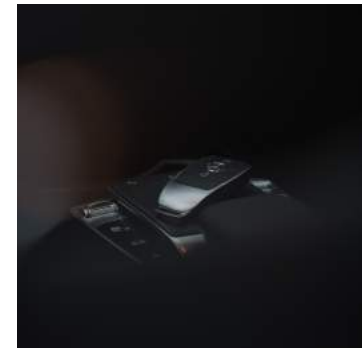
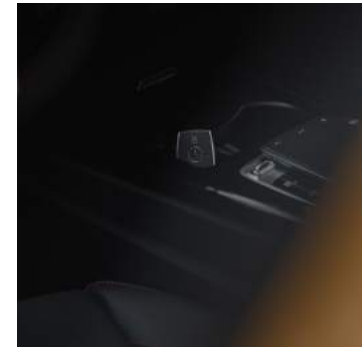
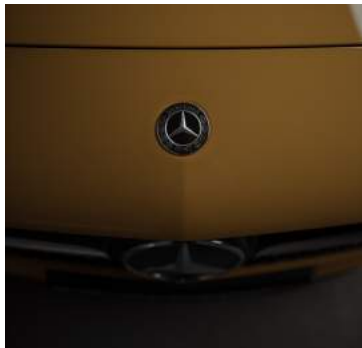
Colors and patterns play a big role in my work. That's why I love to shoot cars.



Shooting the Cupra Formentor and Porsche Taycan 4S

The portfolio.

Automotive Photography II.

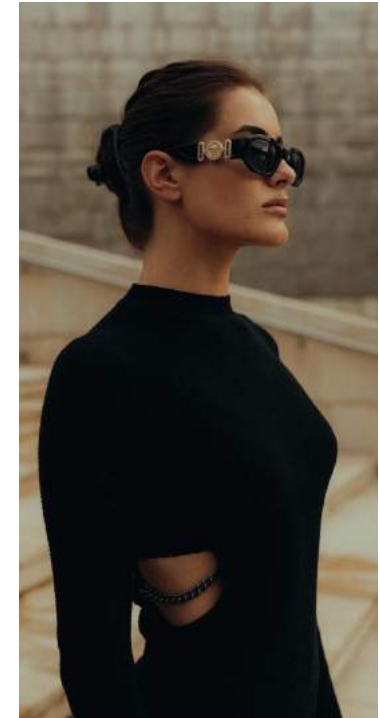


Shooting the Mercedes AMG A220d // Defender

The portfolio.

Portraits & People.

Always seeking to experiment with light and shadow to evoke emotions and stand out from the crowd.



The portfolio.

Storytelling.

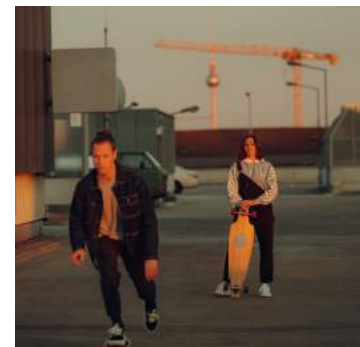
Tell me your wishes and I'm going to tell you a story.



Shooting an international campaign for Vans in Berlin, 2022

The portfolio.

F a s h i o n .



Shooting an international campaign for Vans in Berlin, 2022

The portfolio.

Interior & Architecture



Pictures of Casa da Volta in Portugal, 2022

The portfolio.

Lifestyle & Branding.

Being in nature is a lifestyle that also goes hand in hand with the philosophy of some products or services. If these correspond to my values, I enjoy setting them in the right light for your company.

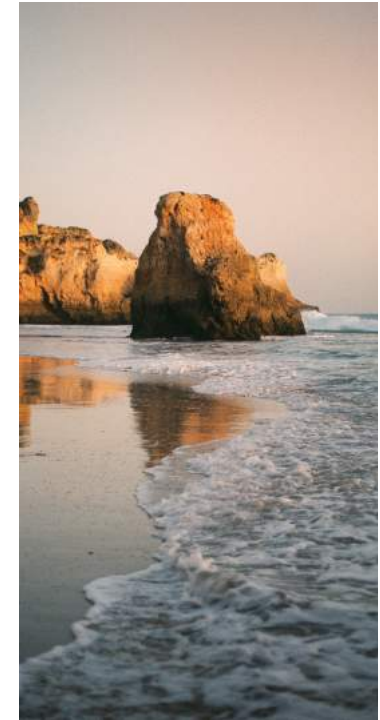


Shooting the international winter campaign for Josef Seibel (Est. 1886) in Switzerland

The portfolio.

Analog Photography.

My aim is to create extraordinary images for each client, which transport the company's philosophy and vision in a natural frame.



Excerpts from my project "Bohemian Breeze" - which was created over a time span of 5 months.

The portfolio.

Event Photography.

Colors and patterns play a big role in my work. That's why I love to shoot cars.



Senior Photographer for Mini at IAA in 2021

I keep moving forward.

Why working with me?

I don't stop until I'm hundred percent satisfied and think outside the box to create new styles that I match with the client's business philosophy.



CREATIVITY

I am always in search for new perspectives that stand out and catch the eye. With this background my aim is to create extraordinary images for each client, which transport the company's philosophy and vision in a natural frame.



STORY TELLING

With my sense for customer-oriented service I will meet your wishes by creating high quality pictures and compositions that meet your expectations and truly tell a story.



QUALITY

Always seeking to experiment with light and shadow to evoke emotions and stand out from the crowd.

The audience.



REACH

35k+ people



IMPRESSIONS

250.000 per week



ACCOUNTS

125.000 Accounts reached per week



VIEWS

1500 average Story views per story



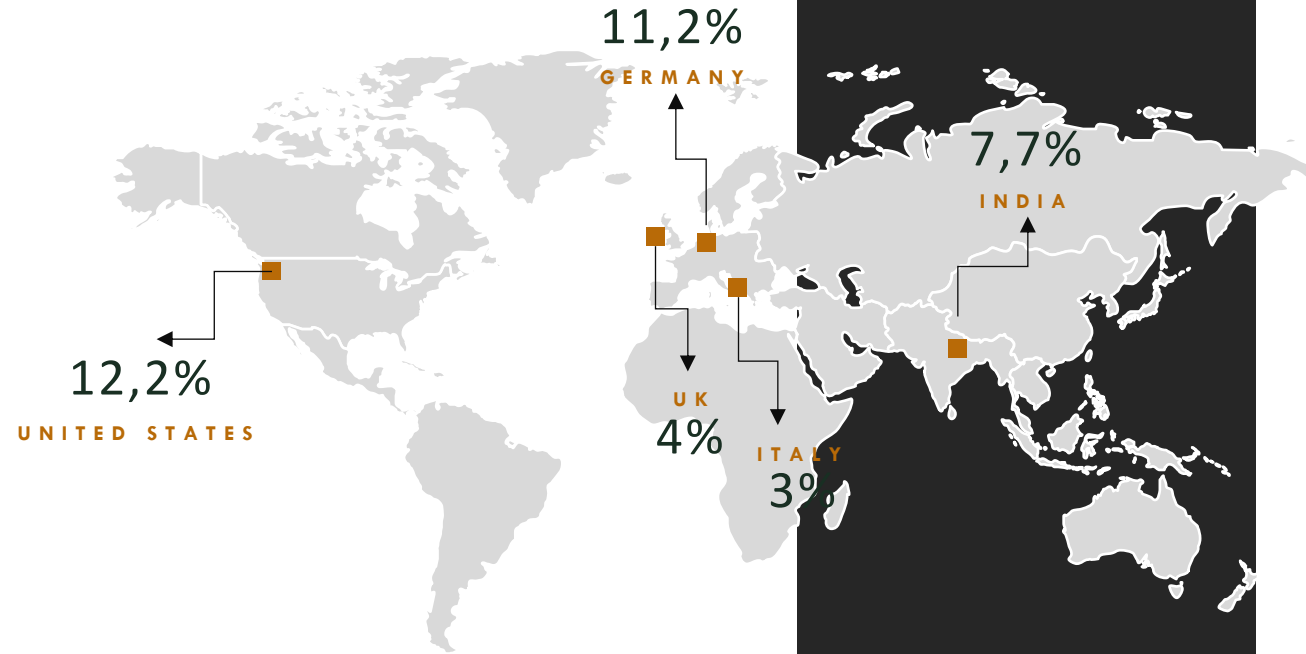
ENGAGEMENT

7-10% engagement rate per post



AGE

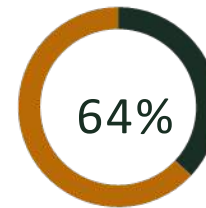
18-44-year-old men and women = 90%



BASED ON

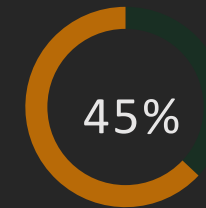
Instagram Insights. The reach varies

according to activity and season.



64%

MEN



45%

AGES 25-34

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The clients.

Porsche - Swatch - The North Face - Huawei - Suzuki - Odlo - Adobe - Canon -
Mercedes Benz - Kempinski Hotels - Hoka One - Kaptn & Son - Got Bag - Cupra - Josef
Seibel - Hyundai - Siesta Campers - Crosscamp - Alta Badia Tourism - Sportscheck - Ti
- Montblanc - BMW Mini - Booking.com - Vans - Parookaville Festival...

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THANKS FOR THE CHANCE
OF WORKING WITH YOU!