



OVERVIEW

Photographer, director, and author Michael Grecco is a celebrated artist known for his portraiture and capture of live-action events and celebrity personalities. We created a portfolio as captivating and engaging as his work – grounded in a powerful digital platform built to reach and capture new audiences.

CLIENT

Michael Grecco Photography

SERVICES

Brand Concept, Brand Identity,
Website, UI/UX/IXD/XD, Stationery,
Print Portfolio, Graphic Design,
Iconography, Video Brochure

PARTNERS

Livebooks
Frogman Media Group
Jeremy Troy



MG MICHAELGRECCO PHOTOGRAPHY

MOTORIAL SOCI

MICHAEL GRECCO / DIRECTOR + PHOTOGRAPHER

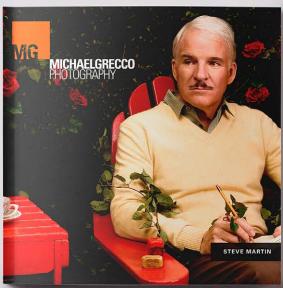
TEL +1 310 52 4461

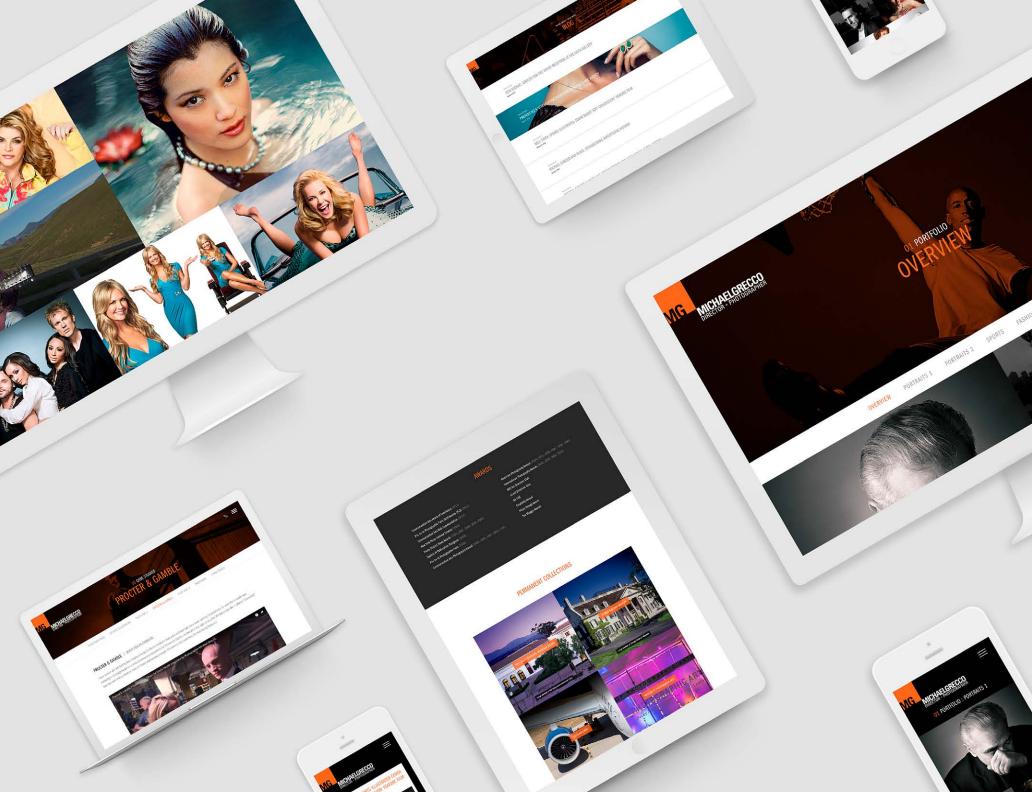
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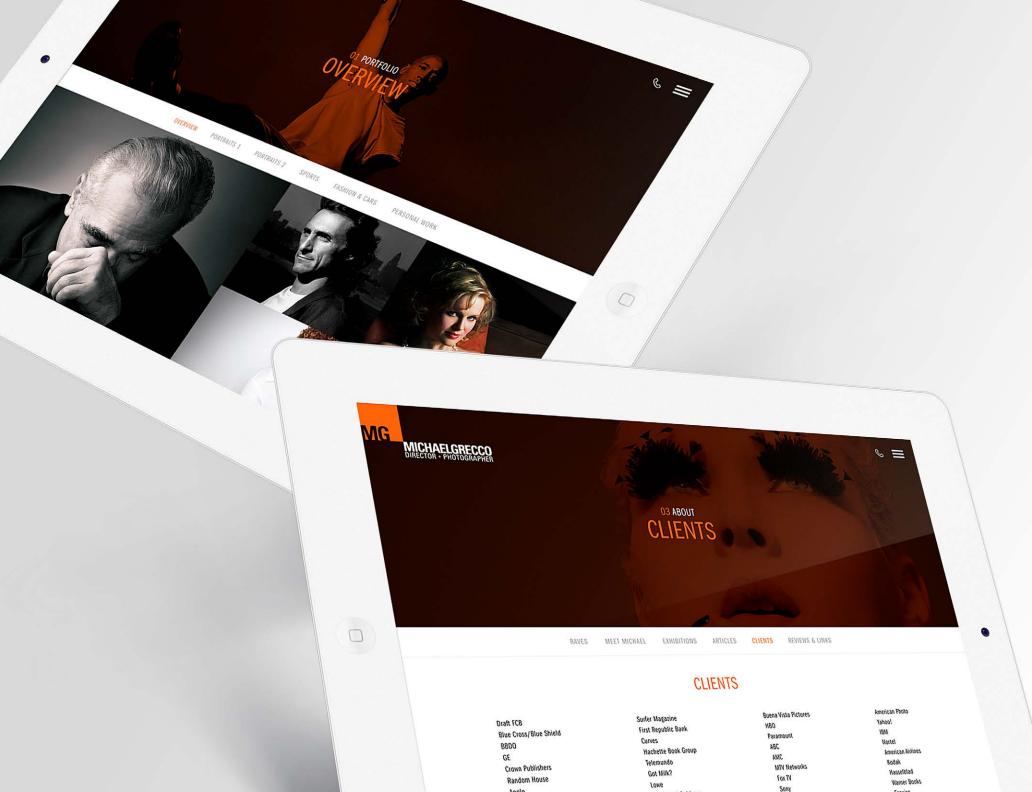
ENGAGE

The way most of us consume content on the web is not ideal for the bigness of Grecco's photography. He needed a show stopper to serve as a hub of online engagement and jaw-dropping awe. We looked at what other photographers, artists, and musicians were doing online to captivate and wanted to take his work a step further. One insight became eminently clear; Michael Grecco is a storyteller. Fortunately, so are we.











EXCITE

As with any site launch or major rebrand, the website is only part of the picture. We created a digital campaign to drive traffic, social sharing, and elevate an appreciation for Grecco's work. We've created a platform that showcases the striking beauty of his photography, builds intrigue, and captures user data to increase leads and grow Grecco's audience and clientele.



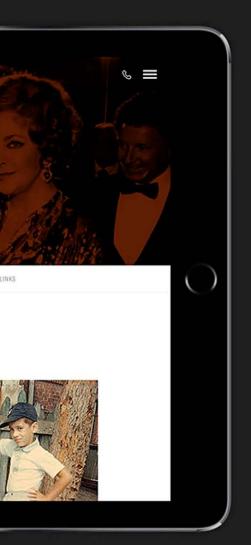




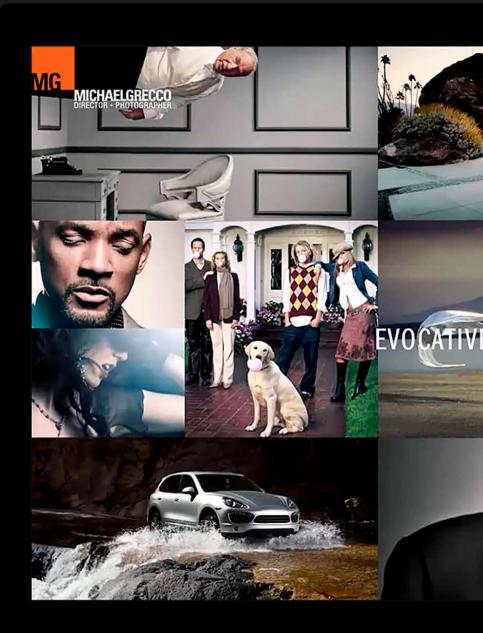


INSPIRE

The site generated a lot of excitement and earned Grecco props from Communication Arts Magazine. They featured michaelgrecco.com as a Webpicks selection, touting the design for its accessibility, fluidity, and opportunities for dynamic client engagement.













"Xhilarate delivered a beautifully crafted, design and brand experience, we are extremely happy with everything."

MICHAEL GRECCO / PHOTOGRAPHER & FILM DIRECTOR

FEATURED CLIENTS

DISCOVERY	COMCAST	gsk _{GlaxoSmithKline}	AMERICANI EXPRESS
P&G	Vanguard	Wharton University of Pennsylvania	Kodak
Shire	UNİSYS	J.P.Morgan	HBO
VIƏCOM		Pfizer	CONVERSE

ACCOLADES

We can help your business grow and evolve through the combination of beauty, clarity of purpose...and all of the wonderful analytical tools of our digital age. Our work has been featured in Print Magazine, FWA, Communication Arts, Graphic Design USA and many others. But more important than the accolades that we have received...are the thanks we get from our clients whose businesses have grown in part due to our creative work. We would love the opportunity to talk with you and see what we can do to help you achieve your company's goals.

PRINT	GD USA	logo lounge
AMERICAN ADVERTISING AWARDS	C2 Communication Arts	site
THE WEBBY AWARDS		SXSW MUSIC FILM INTERACTIVE



We create visual brand experiences that engage people, excite the senses and inspire our inner awesome.

RUSS NAPOLITANO

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