

PABLO VAZ
PRO PHOTO.

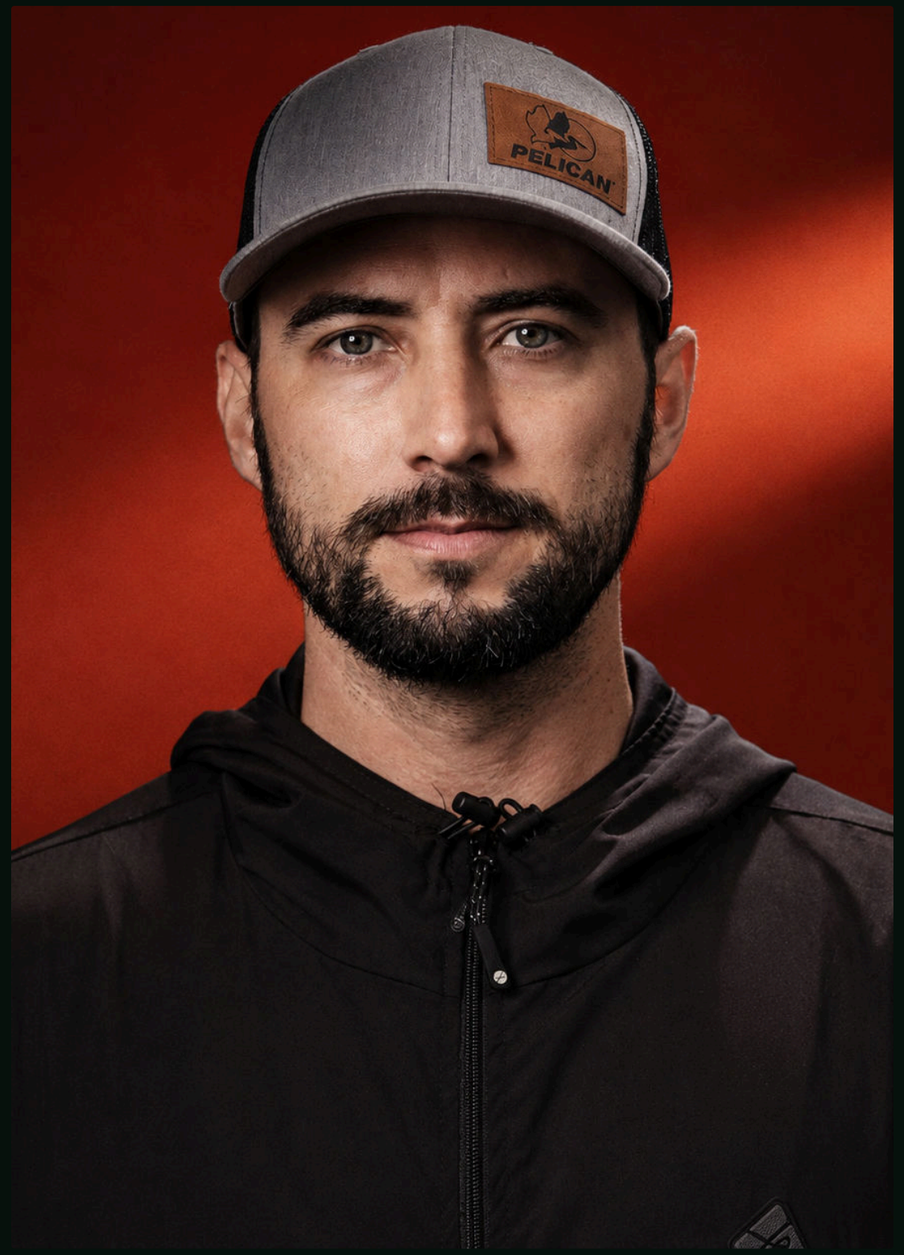
MEDIA KIT 2026

PHOTOGRAPHY AND CONTENT FOR BRANDS THAT GO FAR.

Commercial photographer and creator in the automotive, sports, off-road, outdoor and lifestyle worlds.

@pablovaz · pablovaz.com · vazphotography.com

SECTOR_ONE



WHO

PABLO VAZ

Commercial photographer for over two decades, with campaigns for Volvo Trucks, BMW Motorrad, Mitsubishi, ESPN, Yamaha, Can-Am, Budweiser and Stella Artois.

He started shooting skateboarding on the streets, where he learned motion, timing and natural light. Today he brings that eye to the road as a brand ambassador, creating authentic content born from real use of the products.

23
years in advertising photography

6
brands as ambassador

BR + WORLD
national and international work

SIGNATURE PROJECT

RECLAIMING THE FÁBIO REGO TUNNEL

I found the tunnel, came up with the idea and took it to Mitsubishi. It became the launch film for the #4you4challenge platform: Lucas Fink, two-time skimboarding world champion, towed by an L200 Triton through a 900-meter flooded railway tunnel in Jaguariaíva, Paraná, Brazil.

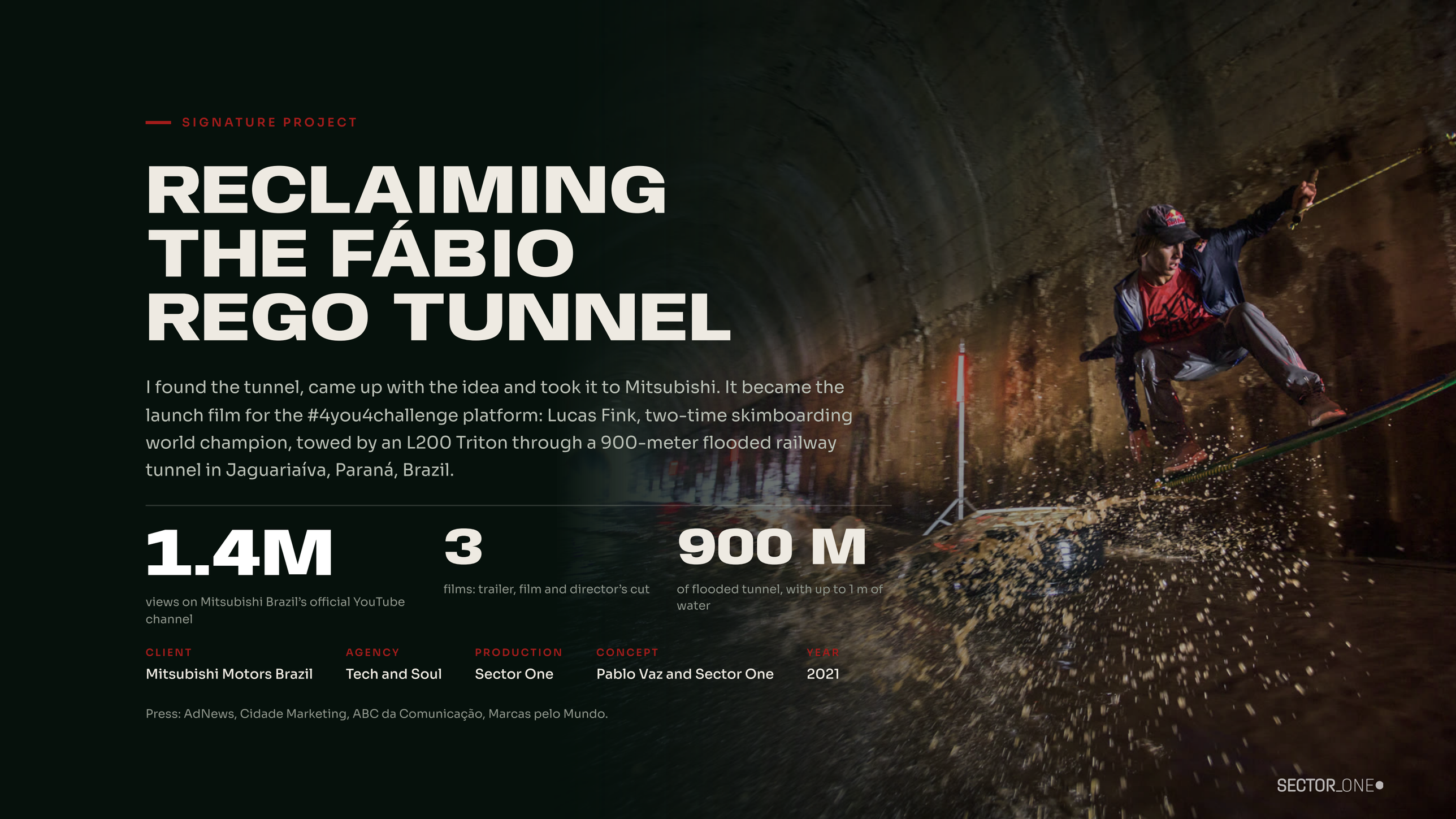
1.4M
views on Mitsubishi Brazil's official YouTube channel

3
films: trailer, film and director's cut

900 M
of flooded tunnel, with up to 1 m of water

CLIENT	AGENCY	PRODUCTION	CONCEPT	YEAR
Mitsubishi Motors Brazil	Tech and Soul	Sector One	Pablo Vaz and Sector One	2021

Press: AdNews, Cidade Marketing, ABC da Comunicação, Marcas pelo Mundo.



SECTOR_ONE

PROJECT

BMW MOTORRAD G 310 GS

More than 10 films and many photo series produced with the G 310 GS. Featured here: paragliding in Rio de Janeiro, beach and surf, the open road and a studio shoot of the Triple Black. I also created the brand's photo exhibition at Pátio Batel, Curitiba.

781K views of the launch film "Chegou a nova BMW G 310 GS" on BMW Motorrad Brazil's official channel

10+ films and many photo series produced with the G 310 GS

2023 photo exhibition "Uma história, incontáveis memórias" at Pátio Batel


Paraglider Rio de Janeiro


Surf Vibes


Road Vibes


PhotoStudio Triple Black

PROJECT

LAMBORGHINI HURACÁN EVO WITH GODOX

A Huracán Evo, a helicopter and a hangar, lit with Godox AD300Pro flashes. The photos and making of show the gear in real use, the way the brand wants to see it. Godox also published my film “Skateboarding on Fire” on its global channel.

BRAND
Godox

CAR
Lamborghini Huracán Evo

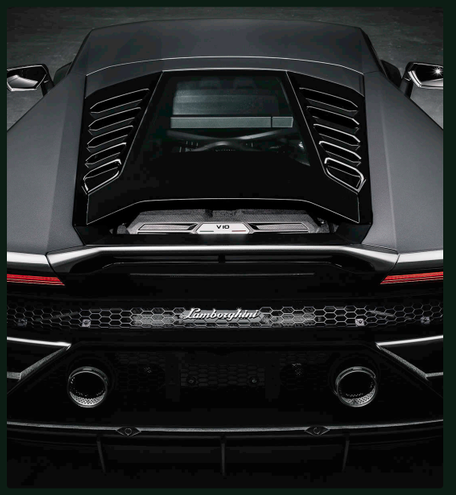
GEAR
Godox AD300Pro

DELIVERY
photos, making of and YouTube videos









REACH

AN AUDIENCE THAT FOLLOWS THE ROAD.

INSTAGRAM @PABLOVAZ

54.4K

followers

944K
views in 90 days

147K
accounts reached in 90 days

28.5K
interactions in 90 days

60%

of views come from people who do not follow me yet

The content reaches new people, not just the base.

YOUTUBE

4.7K subscribers
401K views

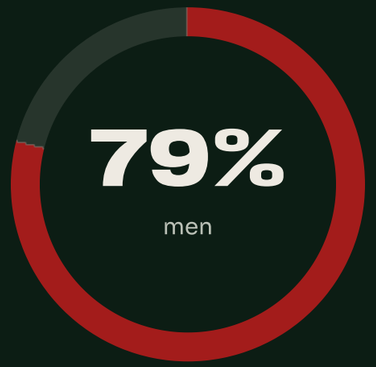
TIKTOK @PABLOVAZFOTO

17K views on the video with Mitsubishi, Yokohama and biO2

Official data from Instagram Insights, YouTube Data API and TikTok Studio, collected on November 4, 2026. Instagram: last 90 days.

AUDIENCE

WHO IS WATCHING.



AGE RANGE

18-24	5.7%
25-34	40.6%
35-44	34.6%
45-54	14.2%
55-64	3.4%

Three in four followers are between 25 and 44.

COUNTRIES

Brazil	70.5%
United States	5.1%
India	2.6%
Russia	1.5%
Mexico	1.2%

CITIES

São Paulo	10.8%
Curitiba	7.4%
Rio de Janeiro	3.8%
Florianópolis	1.4%
Porto Alegre	1.3%

LANGUAGES

Portuguese	74.3%
English	13.1%
Spanish	5.5%

BRANDS

AMBASSADOR FOR BRANDS THAT LIVE ON THE ROAD.

AMBASSADOR

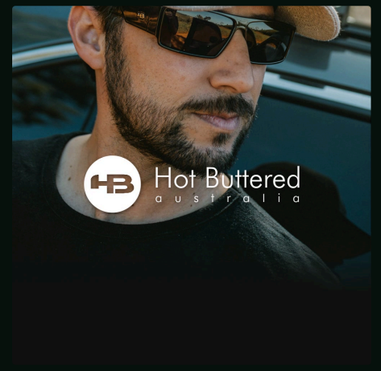












BRANDS I HAVE WORKED WITH

VOLVO · BMW MOTORRAD · HARLEY-DAVIDSON · can-am · SUZUKI · THE NORTH FACE · KÄRCHER · LG · dji · Godox

LUMIX · TIFFEN FILTERS · NIKE SB · Red Bull · ESPN · STELLA ARTOIS · STU SKATE TOTAL URBE · MKK · HELLA

FORMATS

WHAT I DELIVER.

01

Reels and posts

Native Instagram feed content, with the product in real use.

02

Stories

Behind the scenes, routine and direct calls with a link to the brand.

03

YouTube and TikTok

Review, expedition and making-of videos.

04

Photography for the brand

Campaign, catalog and social images, with agreed usage rights.

05

Events and launches

Coverage and presence at test drives, fairs and activations.

06

Long-term ambassador

Ongoing partnership, in daily life and on the road. With HB, 15 years together since 2011.

Rates on request. Packages built for each campaign.


LET'S CREATE TOGETHER?
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PABLO VAZ
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