

Image Examples

The Big Six

Here's a guide to help you produce the type of imagery that we are currently looking for under six main subject categories. Remember, imagery with strong conceptual appeal and an emotional connection has the greatest power to make multiple, global sales.

Business

- Business is a wide subject; shooting business can be everything from depicting an executive board meeting to a small company, including occupations as well as general concepts about business successes.
- Cast a variety of models and characters. We serve clients worldwide who are looking to see a variety of human beings, personalities, ethnicities, races, ages, sizes, etc.
- Make the business shoots feel real and authentic. Avoid the 90's business visual style where everything was exaggerated. Depict the business world with subtlety and smoothness.
- Make images clear and easy to lay out for designers. Leave space and room. Never forget that the images will be used for a cover, a leaflet, a billboard and will be seen alongside copy. That said, leaving copy space is not an excuse for poor composition.
- Think about the business day. It is not always in an office and there are many scenarios beyond meetings, handshakes and sitting at a computer.



Lifestyle

- Casting is essential. Lifestyle imagery can look incredibly fake and constructed. So try to avoid stereotypes or caricatures about family, couples or singles. Choose models that are able to play the role in an authentic way.
- Shoot lifestyle in the country you live in. Avoid countries where all the photographers go.
- Reflect on the art of living, people's aspirations of the region you live in. Family often conveys the new trends in the art of living.
- As with Business, keep in mind that our clients worldwide look for a variety of models, ages, ethnicities, feelings and emotions.
- Healthy lifestyles are the most relevant to today's market – healthy food, fitness, beauty, relationships etc.

- Relaxation is one of the key concepts for Lifestyle. It is not just about doing yoga. We all have our own way of finding a way to relax.
- We all enjoy a lifestyle throughout the year. Think about aspirational activities in autumn, winter and spring.
- Lifestyles don't stop for people over 45!



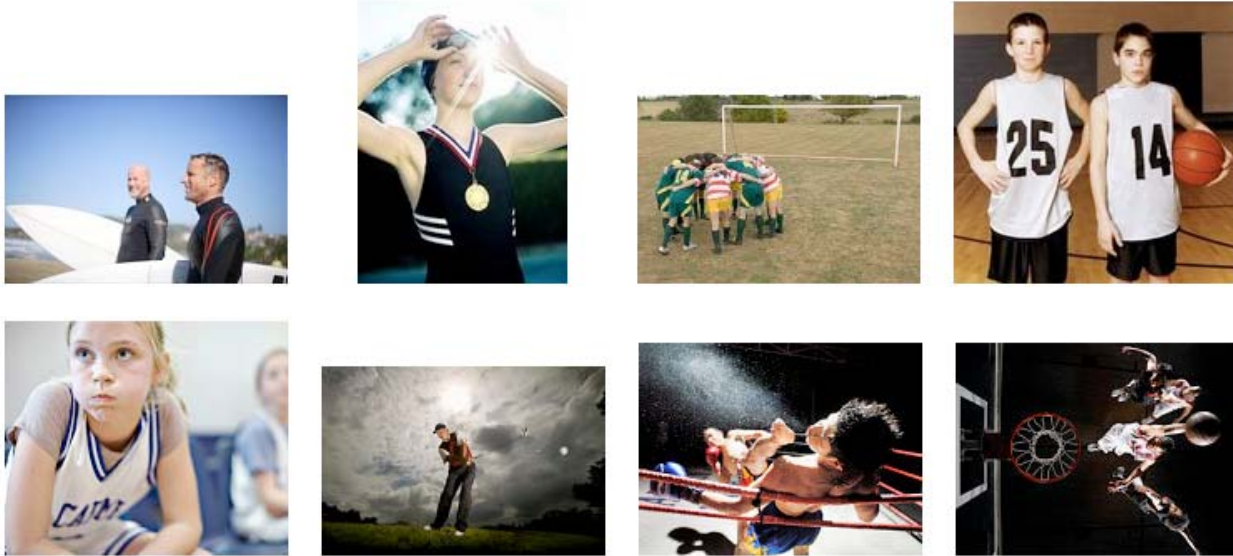
Nature & Wildlife

- Wildlife is a subject for specialists or those who have captured a wonderful opportunity. Imagery must be unique and exceptional.
- Imagery should also deliver a concept to be sold to the communication and commercial sector (success, team spirit, energy, performance).
- Nature is a huge topic at present. It is used to promote environmental subjects so it is worthwhile considering the positive concepts around nature and wildlife.



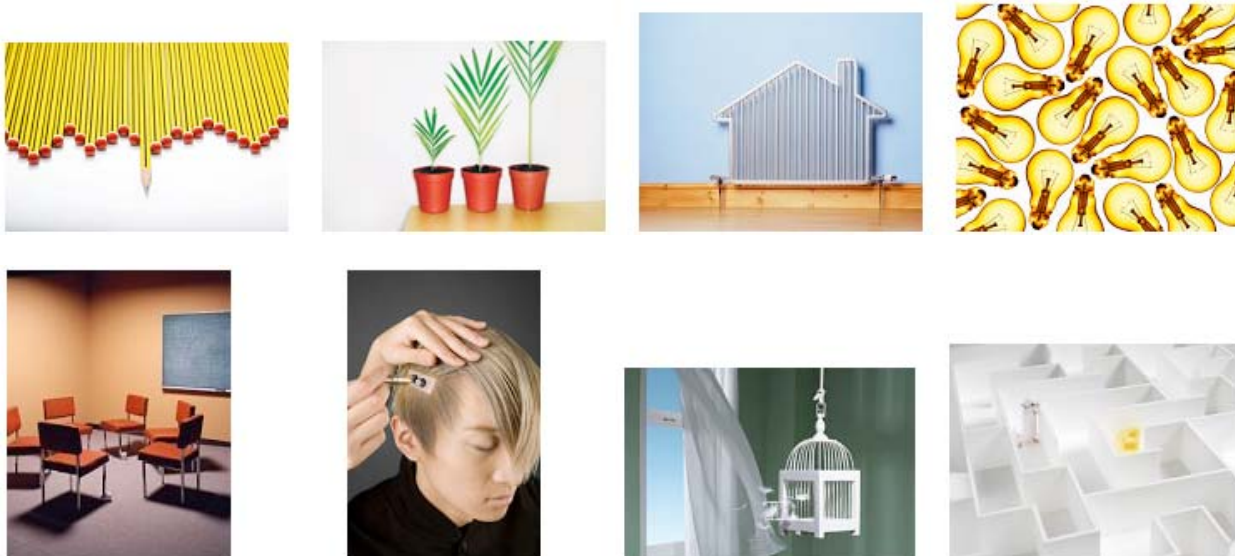
Sport

- Look at what is already available. Finishing lines and starting blocks have been covered in many different ways. How will you do it differently if you choose this subject?
- Competitive Sport is a subject for a specialist. Imagery must be unique and exceptional. Movement and emotions must be done in the right way. Real athletes should be used and the gear used must be authentic.
- Imagery should deliver strong concepts to fit the advertising community's expectations.
- Leisure Sport is easier to shoot and can be included in a Lifestyle shoot. It is about all the same concepts that you would expect to see with professional sport but using non-athletes as models.
- Think about concepts such as preparation, determination, success and failure.



Ideas

- The simpler it is, the better it is. Start with a concept and work upward from there.
- Conceptual still life photography is a subject for someone who is specialist in studio work.
- Imagery must be unique. Please be sure imagery delivers a clear and comprehensible message.
- Ideas imagery can come from all subject areas. Their difference is the particularly strong conceptual message.



Travel

- Check to see what we already have on the location you are planning to cover. What is missing? What looks like it needs updating? What could be done from a new perspective?
- Think about why you would travel to that destination? The feelings you have and the emotions you expect to display are what our clients are also trying to say with the travel imagery they select.
- Look at a location and determine its merits. Think about what the most appealing aspects of it are. Don't just think about you or your own demographic. Think about young people, couples, families with young children, young adults, mature friends and couples, groups etc.
- If you are using models, remember that all ethnicities like to travel.
- If you are able to get images of local people. Try to capture images that show that they are friendly and approachable. Meeting the locals is at the heart of some people's travel choices.

