

# Photography - shoot brief

## Project information:

HP is looking to be:

- A boutique company that is noticed
- Small with a big footprint
- Finders of great locations, building a reputation
- Go-to company to find unique environments - unique spaces
- GDV (gross development value) in 5 years to £40-50m

HP is a new property development company with ambitions to quickly grow its reputation, portfolio and revenue. HP acquires land/buildings and transforms them into inspirational spaces and places for people to buy/rent. We are committed to delivering quality, consistency and enabling individuals and businesses to achieve their aspirations, whether that be a dream home or business environment.

We invest in locations and assets where there are opportunities to add value, where there is latent demand, and to provide longevity.

## Business Overview:

HP brings together expertise, skills, and personalities from the construction world and applies them to direct property development. HP is a natural evolution from construction, with a senior team in place to navigate through the risks of property development and secure the returns. HP can operate more competitively by bringing insight, track record, and procurement partners from the construction side.

The management team can be considered the engine to drive a successful property development business with the right mix of skills, experience and ambition.

HP wants to be the company people seek out to find unique and unusual properties and spaces that can be bespoke to the needs of its customers.

Like a classic car renovator, we find beautiful buildings with great architecture and transform them to modern standards.

## What is the project?

HP is a new property development business based in London; their initial focus is residential homes. We are creating a new brand identity, website, physical and digital assets. There is a parent-child brand structure being built, meaning HP will be the main umbrella brand, and each subsequent property will have a micro identity of its own. This photoshoot is for the parent brand HP.

## What is the objective of the shoot/ photos?

We need to strike a balance of the brand feeling high end with a focus on quality with a sophisticated and elegant presence and for it to still feel approachable, warm and human-centric.

## Style Guidelines

- Brand guidelines
  - Will not arrive in time for the shoot, we will provide as much information/style boards as we can. We will look to get an overview from the design agency to help with this.
- The creative purpose of the shots?
  - Although HP is a new property development boutique, they come packed with a lot of experience between the management. They want to be seen as a confident, strong, bold, refined, knowledgeable brand that is professional, but at the same time warm and approachable. We want people to see the humans behind the brand, supporting the principle that 'people buy from people', not services and products.
- How do we want the images to make people feel?
  - We want people to feel that they are going to be taken care of, that their needs are going to be met, and that the homes that they are going to be buying are of the utmost quality, with a personable human touch experienced throughout the journey to their new home.
- Who is our target audience?
  - We need to consider that these shots will be seen by two different but key audiences-
    - B2C ( the buyers of the homes from varied backgrounds dependent on the properties ), linked together through their appreciation of beautiful buildings, architecture and quality.
    - B2B ( Property agents, investors, potential future partners ), solidifying Huntsworth as a choice to be confident in.
- Mood board/reference images?
  - We will complete very soon
- Text overlay images
  -

## Usage rights

We need to discuss full usage rights

# Photoshoot 1 - ½ day

## Timeline / location of shoot:

### Timeline:

- Ideally in the next 2-4 weeks

### Location:

- An office environment (TBC)
- Somewhere a little more relaxed (showing the personalities of the team) (TBC)
- Outside shots that capture the Autumnal colours to match with the colours for the branding.

### Image Specifications:

- A range of portrait & landscape images
- Primarily shot in RAW, but we can discuss specifics
- Going to need 30 - 40 website ready images (minimum)

### Must have images

### Team:

- Stathis (Director)
- Simon (Director)
- Darren (Director)
- Steve (Director)
- Annika (Development lead)
- Dimitri (Finance lead)

### Types of images:

- Profile shots - Smart casual - Creative self-portraits
  - Headshots
  - Full body
  - Smiling (casual)
- Team shots
  - All team members together
  - Interacting with each other
  - At a table (mock meeting)
  - Sat together in a casual setting laughing with each other.

### Nice to have images

## Who is involved?

- Shoot day manager

# Photoshoot 2 - Full day shoot

## Timeline of shoot

- Date of 2nd shoot
  - Within next 6 weeks.
- Location
  - Huntsworth property site.
- Purpose
  - Adding the final touches to the website and creating brand consistency with all the images and social media / LinkedIn
  - Create content for the website / brochure / promotional materials/ items.

## Image Specifications

- A range of portrait & landscape images
- Primarily shot in RAW, but we can discuss specifics
- Going to need 40 - 50 website ready images (minimum)
- As many social media images as possible

## Must have images

### Sites

- Show directors surveying on-site interacting with the team, each other, wearing branded PPE
- Construction team building shots.
- Building installations / fitting.
- Take shots of site / scaffolding that we can photoshop branded elements onto later.

## Nice to have images

### Sites

TBC

### Team

TBC

## Who is involved?

- Shoot day manager

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