



Photography for Business

How to get the money shot

We help you express your capability in imagery that will influence your prospective customers and train internal teams to maintain the image library, creating a sustainable method to leverage on the value that good photography brings.



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Humans are genetically wired to respond better to visuals than text

The brain processes visuals 60,000x faster than text. 93% of communication is nonverbal.¹ Yet companies continue to push as many words as they can into their websites and brochures.



Potential clients make snap judgements based on what they see

46% say a website's design is the number one criterion for discerning the credibility of the company.² Low quality photos reduce the level of trust they have in your organisation.



Visuals create more engagement

On Facebook, photos are liked and shared more than text, videos and links, according to a 2012 study on more than 1.3 million posts published on the top 10,000 pages.³



Visuals evoke emotions

52% of consumers felt more confident about purchases after watching product videos, with 47% saying that professionally produced videos seem more reliable.⁴

Overview

Consulus' Photography for Business covers two areas:

1. We develop a strategy for the use of images, set the art direction and take the images.

Based on your business strategy, we express the value that your company bring to your customers in images. The final photos will work towards supporting your newsletter, research white papers, annual reports and other forms of content marketing.

2. We train your internal teams to take good photos

Sometimes ongoing need for photos for products, case studies or to capture the work process do not require a creative concept and has high turnover in the need for photos. We train your internal team on photography skills specific to the products or environment that they need to take on a regular basis.

AT A GLANCE

- Photography Strategy, Art Direction and Execution
- Photography Capability Building for internal teams

1. Psychologist Albert Mehrabian

2. Stanford Persuasive Technology Lab

3. Source: From The Science of Marketing: When to Tweet, What to Post, How to Blog, and Other Proven Strategies by Dan Zarrella

4. Based on the Invodo's findings on a November 2011 survey of 1,039 shoppers

Our Works



Our Works



Package Details

Photography Strategy, Art Direction and Execution



Audit

Visual Audit of existing materials that utilises images.

Process Audit to understand photo selection criteria, publishing process and publishing location.



Strategy

Recommendations on type of photography and equipment required.



Execution

Based on strategy, develop photography direction and propose required shots.

Evaluate photography conditions, plan shoot schedule and logistics, capture and process photos into required format.

- | | |
|---------------------------------------|-----------------------------------|
| • Architecture
From \$9,000 | • Interior
From \$6,500 |
| • Food
From \$6,500 | • Product
From \$6,000 |

Photography Capability Building



Workshop

1-Day Theory Presentation & Practical Workshop which includes assignment and evaluation.



Process Development

Process Development of a image system, that includes shooting, selection, editing and dissemination methods.



Assessment

Progress Assessment 3 months after the workshop for evaluation.

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| • 1-5 participants
From \$4,000 |
| • Up to 20 participants
From \$6,000 |

About Consulus

Business Design | Organisational Development | Brand Experience

Consulus is an innovation consultancy with business management and multi-disciplinary design capabilities. From spaces to products, we have operational experience in 18 cities from New York to Singapore. Our clients range from billion dollar companies, emerging enterprises to public institutions.



Contact Us

Talk to us to learn how we can help your organisation.
Begin your journey to shape the world.

Visit us online at www.consulus.com, call us at **+65 6293 9495**
or email us at info@consulusgroup.com to start the conversation.