

Images & footage

As a general rule we stick to real life and avoid fakes and (too much) photoshopping. This means photos, videos and other footage can't be staged or 'over-produced'.

If it doesn't feel natural, it's simply not us:

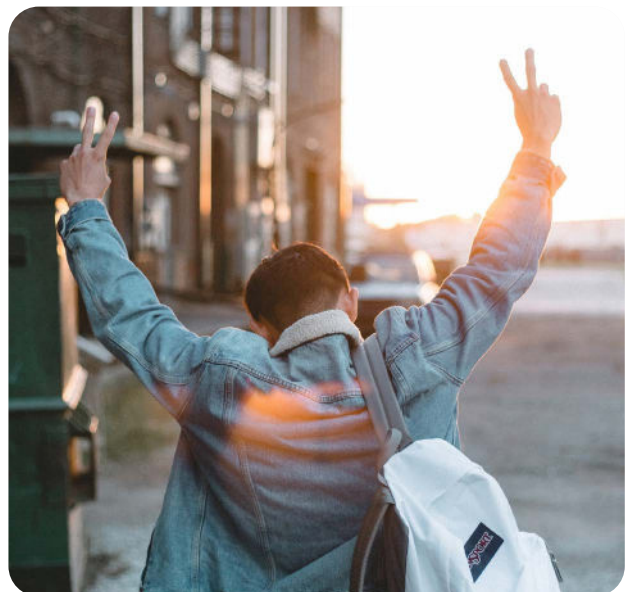
In case you produce images yourself: realise there's a huge difference between forcing/staging and subtle direction.

In case you use stock materials: avoid obvious settings, standard concepts or overstated 'American' stuff.

To cover all dimensions of our philosophy (why, how, what), we will apply 3 levels of images:

WHY 1. Freedom of choice

This is all about dynamic, positive minded people in urban life. They travel, relax, connect and enjoy in an outdoor setting. We use a reportage kind of photography, like snap shots out of life. So nobody is facing the camera.



HOW

2. Facilitating success

This is all about dynamic, positive minded people. Individual or with others. Setting can be indoors as well as outdoors. To stay within our context, there's always a subtle hint towards 'work'. Think of buildings, clothing or accessories. Here, we also use a reportage kind of photography, like snap shots out of life. So nobody is facing the camera.



WHAT

3. Proof and testimonials

This is all about individuals making a relevant quote. Could be both clients or colleagues. Setting can be both indoors and outdoors. Here, we use a statement kind of photography, so people are facing camera with confidence.

