SIGNAL BIZHUB

THE IMPORTANCE OF GREAT PHOTOS

WITH MATTHEW BURCH

www.signalbizhub.org

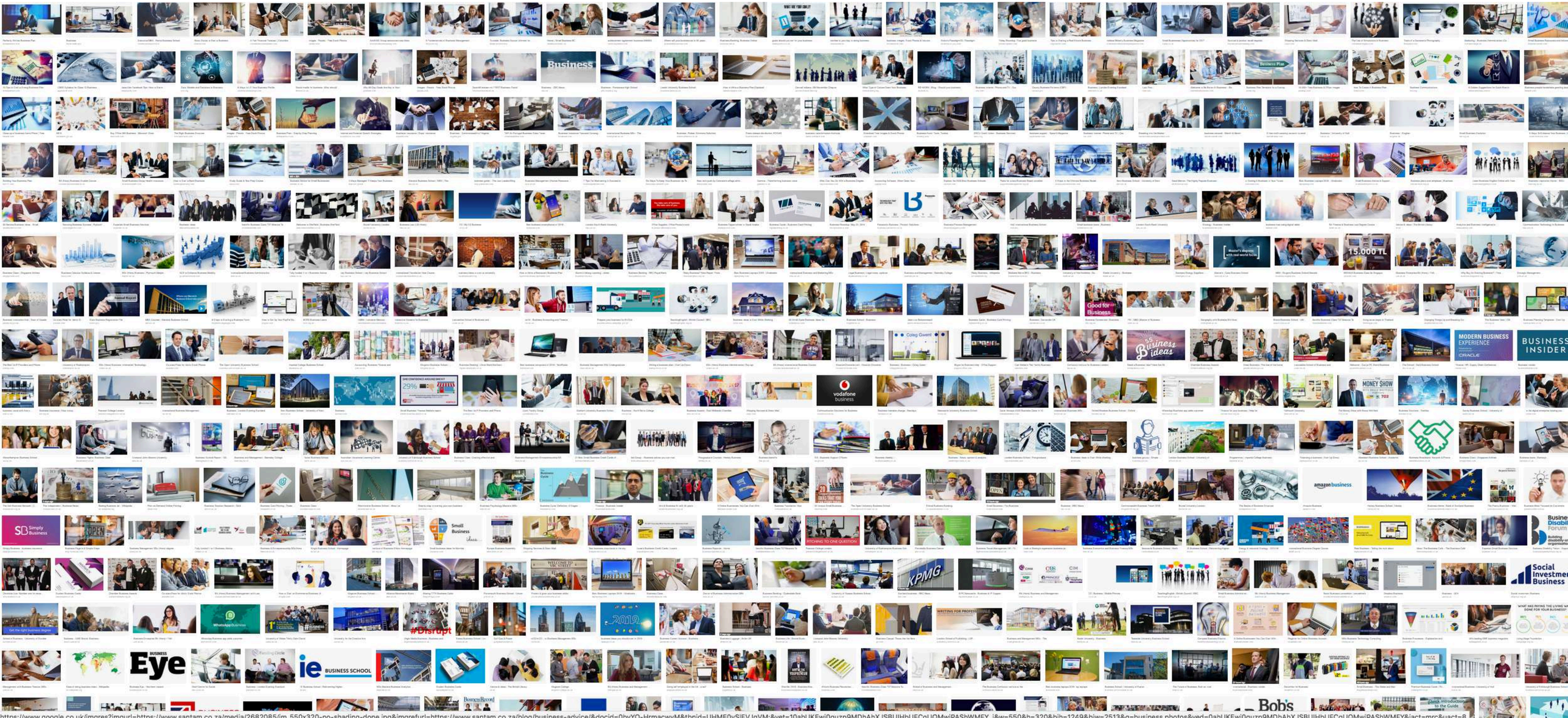
The Importance of Photos

Making or Breaking Your Brand

Do Photos Matter?

Are they Important?

Photos are EVERYWHERE - just imagine a world where photos do not exist!



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These photos exist in: cupboards, drawers, attics, boxes, albums, floppy discs, CDs, USB sticks, hard drives, computer servers, phones, tablets, laptops, in frames, on paper, canvas, metal, billboards, magazines, newspapers, newsfeeds, social media platforms, websites.

In one respect they form an archive of time, each a sliver of a moment, a ‘constant instant’ which acts as a ‘tag’ for your memories and a sign of other’s memories.

In another respect they form a language.

In another respect they form a *language*.

Photos speak to us every day over and over again.

They inform, shock, cajole, inspire, sell ideas, lie.
They create envy, desire, hate and love.
They cause violence and peace.
They establish reputations and destroy names.
They build ideas and brands.

THEY BUILD BRANDS.

They drill into your mind and embed themselves.

Do Photos Matter?

Well, yes, they do, so…

Today we're going to look at how you can make your photos help build your brand, your business.

Matthew Burch

Commercial Photographer

Portraits
Product
Business Narrative

Other Stuff

IT’S ABOUT HOW YOU CREATE AND USE PHOTOS TO BUILD YOU BUSINESS

IT DOESN’T MATTER WHAT YOUR BUSINESS IS OR DOES.

EVERY BUSINESS HAS A FERTILE CROP OF PHOTOS SURROUNDING THEM

YOU NEED TO KNOW HOW TO HARVEST

But first….stats

Source: the *hubspot* from *The Content Marketing Institute*

Eye-tracking studies show internet readers pay close attention to information-carrying images.

In fact, when the images are relevant, readers spend more time looking at the images than they do reading text on the page.

When people hear information, they're likely to remember only 10% of that information three days later.

However, if a relevant image is paired with that same information, people retained 65% of the information three days later.

If you include images in your content and on your site, people are more likely to remember you.

Psychologist Jerome Bruner has uncovered some interesting studies that show while people only remember 10 percent of things they hear and 20 percent of what they have read, around 80 percent of people remember things they see or do.

51% of B2B
marketers prioritise
creating visual
assets as part
of their content
marketing strategy.

32% of marketers say visual images are the most important form of content for their business, with blogging in second (27%).

80% of marketers use visual assets in their social media marketing

Tweets with images receive 150% more retweets than tweets without images

Facebook posts with images see 2.3X more engagement than those without images.

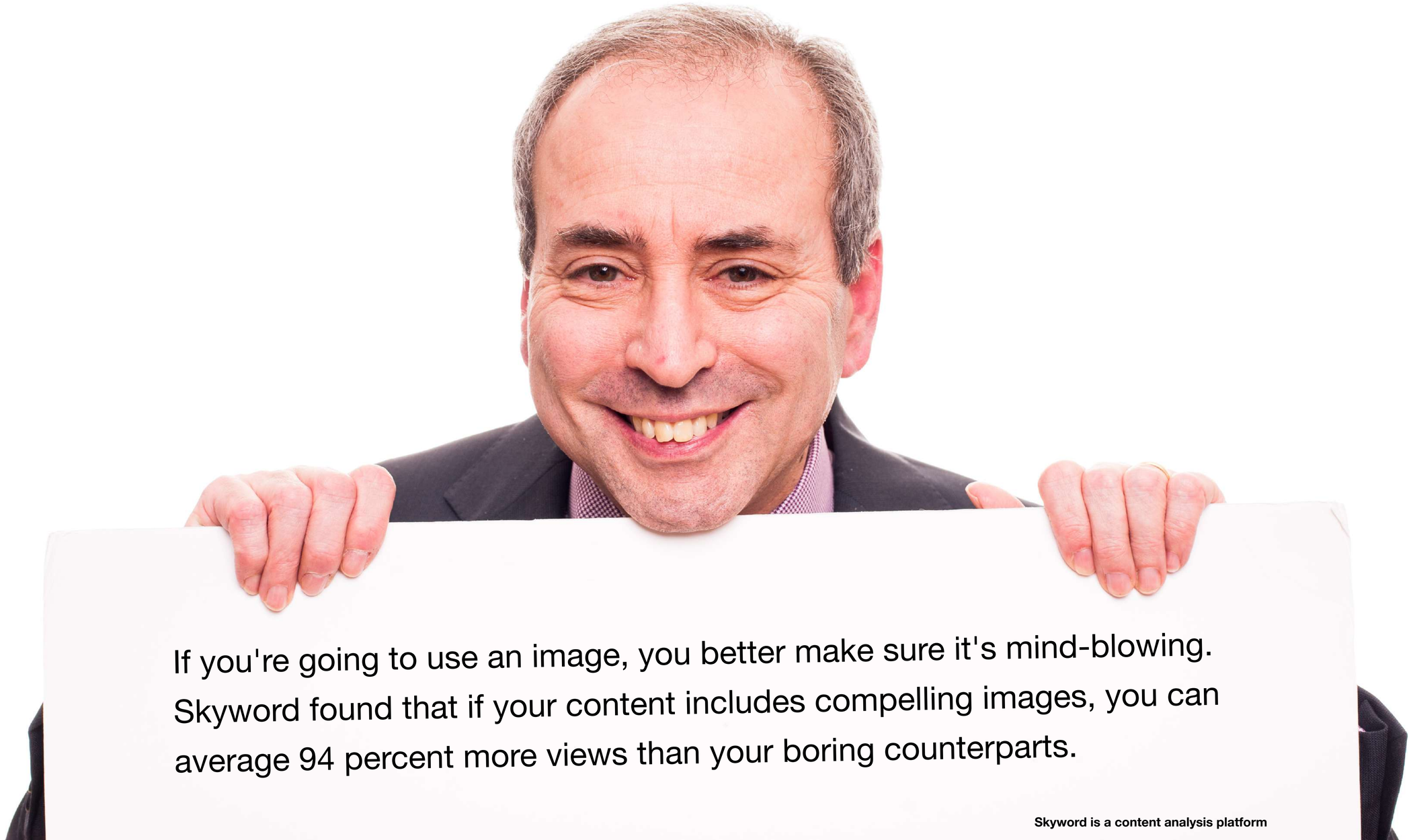
Source the searchenginepeople

Take your time and make smart decisions when choosing photos to make sure you have the best impact on your audience.

An eye-tracking survey from Nielson Norman Groups showed that using detailed photos is more attractive than including a more generic, stock image.

Images can make or break a deal when it comes to local searches. Bright Local found that 60 percent of consumers are more willing to consider local search results that include images and another 23 percent are more likely to contact a business showcasing an image.

Bright Local is a marketing and SEO & data analysis agency



Skyword is a content analysis platform

If you're going to send out an email blast, make sure you fulfill its maximum potential by including relevant images.

According to Hubspot, 65 percent of users like emails that are mostly made up of images, while only 35 percent prefer their emails to be text heavy.

OK…stats!

Stats are great, but, lets be honest, YOUR instincts don’t need stats.

You know that photos are important because you respond to them just as much as anyone else.

Q C M

QUALITY : CONTENT : MESSAGE

When I say quality, in terms of your business I don’t mean you must be producing the highest end imagery costing a Hollywood budget.

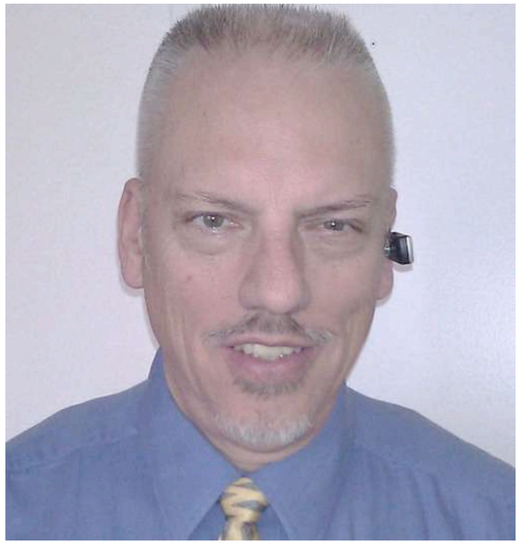
Quality can mean of course quality within itself, top notch through and through but there is also quality for purpose and that is very much where we can start.

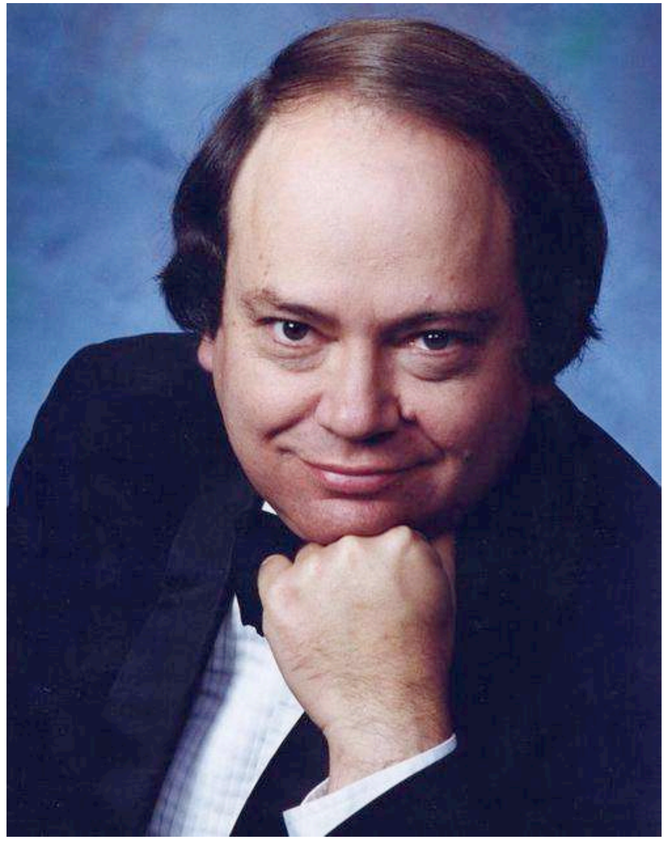
QUALITY FOR PURPOSE

But there are limits!

This is low level food photography by which I mean it was a low budget, met a planned standard, and gave the quality needed.

Creating a quality and consistent image to your headshots tells your customers that you care about the details, that the images you project represent your respect to your client.





WHEN ALL IS SAID AND DONE, WHEN ALL THE DESIGN AND PACKAGING AND COLOUR SELECTION AND PAPER QUALITY AND TYPEFACE AND WEBSITE FUNCTION AND SALES FUNNELS AND MARKETING STRATEGY IS DONE…

WHEN ALL THAT IS DONE….YOU ARE THE BRAND.

YOU.

making IT simple

MATTHEW BURCH PHOTOGRAPHY

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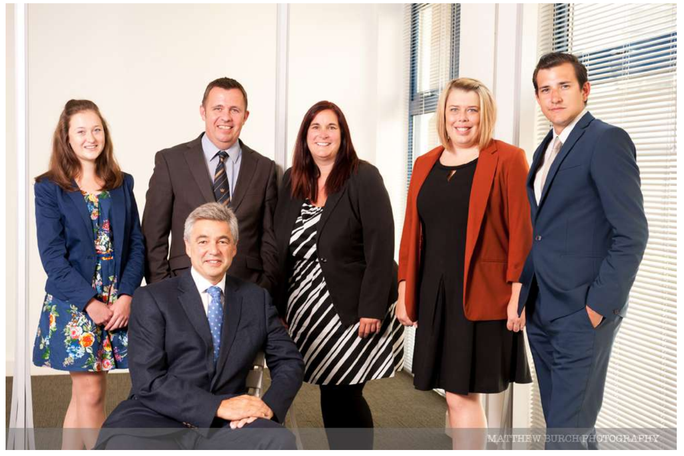
MATTHEW BURCH PHOTOGRAPHY

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MATTHEW BURCH PHOTOGRAPHY

testo
www.testo.co.uk
MATTHEW BURCH PHOTOGRAPHY

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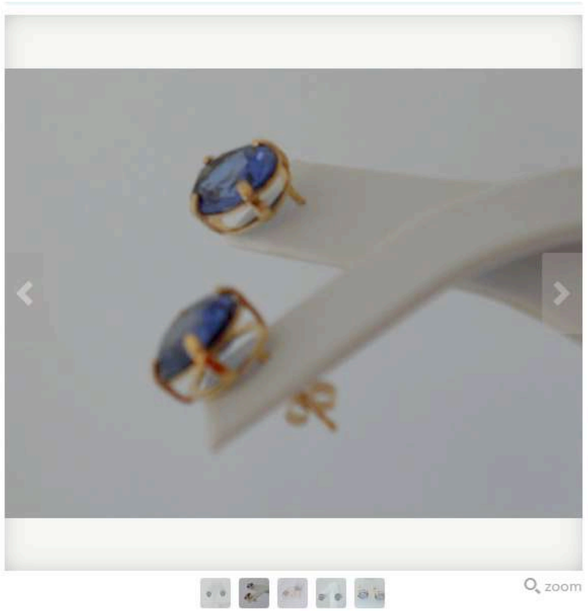
WHEN ALL IS SAID AND DONE, WHEN ALL THE PRODUCT DESIGN AND PACKAGING AND COLOUR SELECTION AND PAPER QUALITY AND TYPEFACE AND WEBSITE FUNCTION AND SALES FUNNELS AND MARKETING STRATEGY IS DONE…

WHEN ALL THAT IS DONE…..

WHAT ARE YOU ACTUALLY GOING TO… SHOW YOUR CUSTOMER?



And there is at least trying to do well!

MATTHEW BURCH PHOTOGRAPHY

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ORIGINS
Help your garden flourish
ORIGINS®
WEED CONTROL
for a beautiful weed free garden
750ML
FAST AND EFFECTIVE RESULTS IN 1HR
USE PESTICIDES SAFELY. READ THE LABEL.
Matthew Burch Photography

ORIGINS
Help your garden flourish
ORGANIC LAWN FOOD
for a thick, green lawn*
UP TO 60M²
100% NATURAL INGREDIENTS
Matthew Burch Photography

Matthew Burch Photography

ORIGINS
Help your garden flourish
ORGANIC PLANTER
For growing big and healthy fruit & veg
HOW TO USE
HINTS & TIPS
ORGANIC COMPOST
For growing beautiful, healthy plants
in pots, baskets and beds
40L
SOURCED FROM NATURE
ORGANIC LAWN FOOD
SLUG CONTROL
ORGANIC
PLANT FOOD
BUG CONTROL
WEED CONTROL
Matthew Burch Photography

garden flourish
C COMPOST
eautiful, healthy plants
baskets and beds
SOURCED FROM NATURE
ORIGINS
ORGANIC
PLANT FOOD
Matthew Burch Photography

ORIGINS
Help your garden flourish
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SLUG CONTROL
450g
USE PESTICIDES SAFELY.
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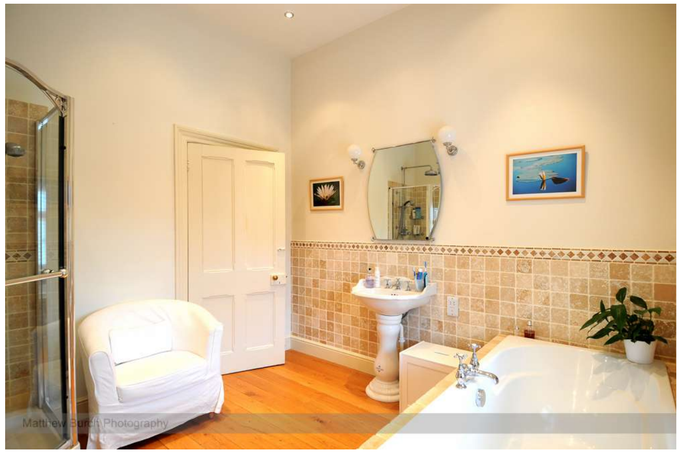
Matthew Burch Photography

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CONTENT CASE STUDY

ramsac

ramsac are a seriously respected IT company but they needed a way to showcase who they were.

As an IT firm though they figured the potential content creation would be difficult, afterall, the action is just a series of meetings, phone calls and being busy in front of a computer.

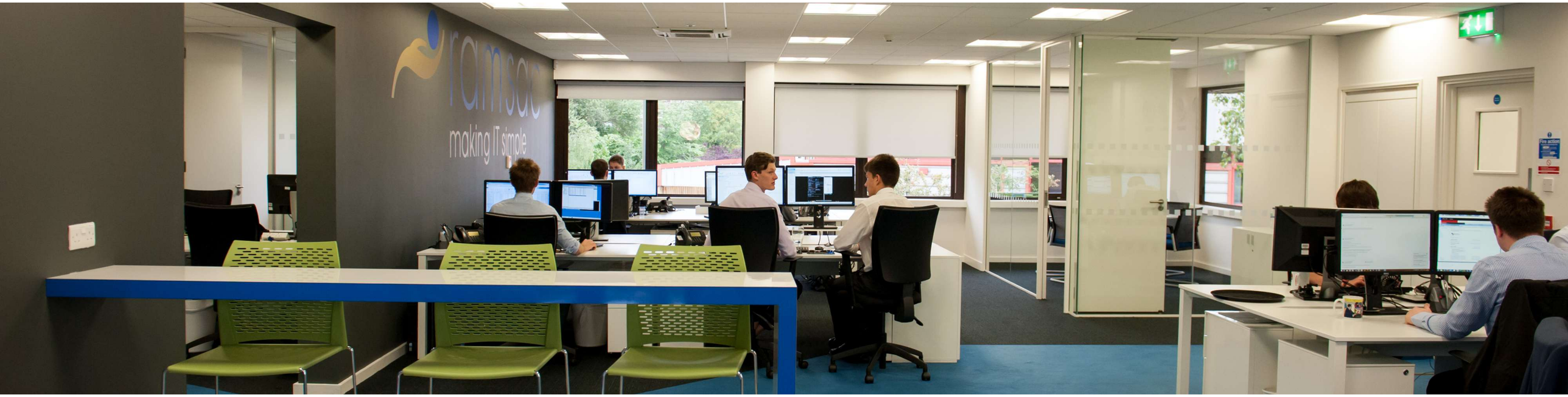
How to get a flavour of who they were so they could project on their website, adverts, social media and glossy brochure?

ramsac
making IT simple

DELL

DELL

GODALMING
EUROPE
UAE
CHINA


ramsac
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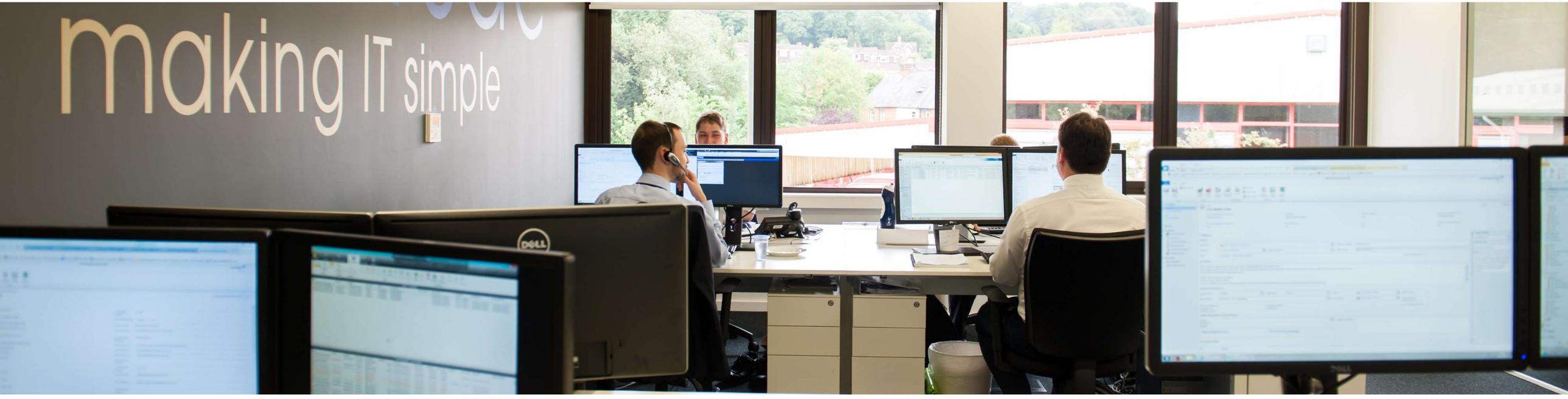
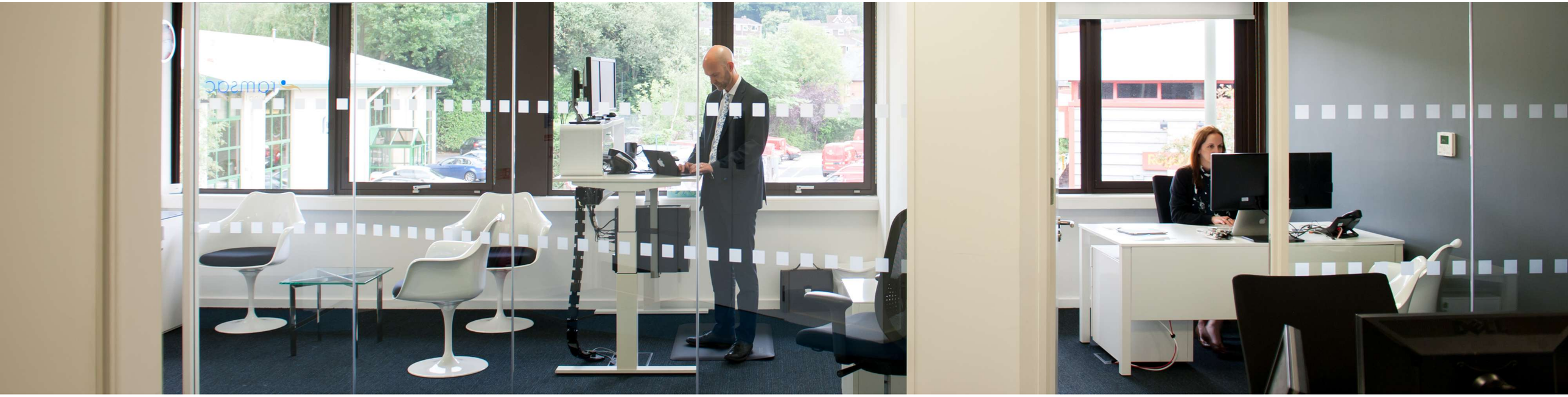

making IT simple
DELL



DELL
www.ramsac.com

DELL
DELL

How can we help y
Talk to us
ewarding IT careers
with ramsac

ing IT simple

ramsac
at the heart of IT

ramsac have a good supply of quality, relevant on message images to use across all their media.

A quick DIY run through of your profile photo…

A typical LinkedIn type shot.

Grabbed with a smartphone with no thought about getting the best from the camera.

Still not good but simply by facing the light we have an improvement.

Opening the hair and looking for some expression, using natural light gets us profile photo.

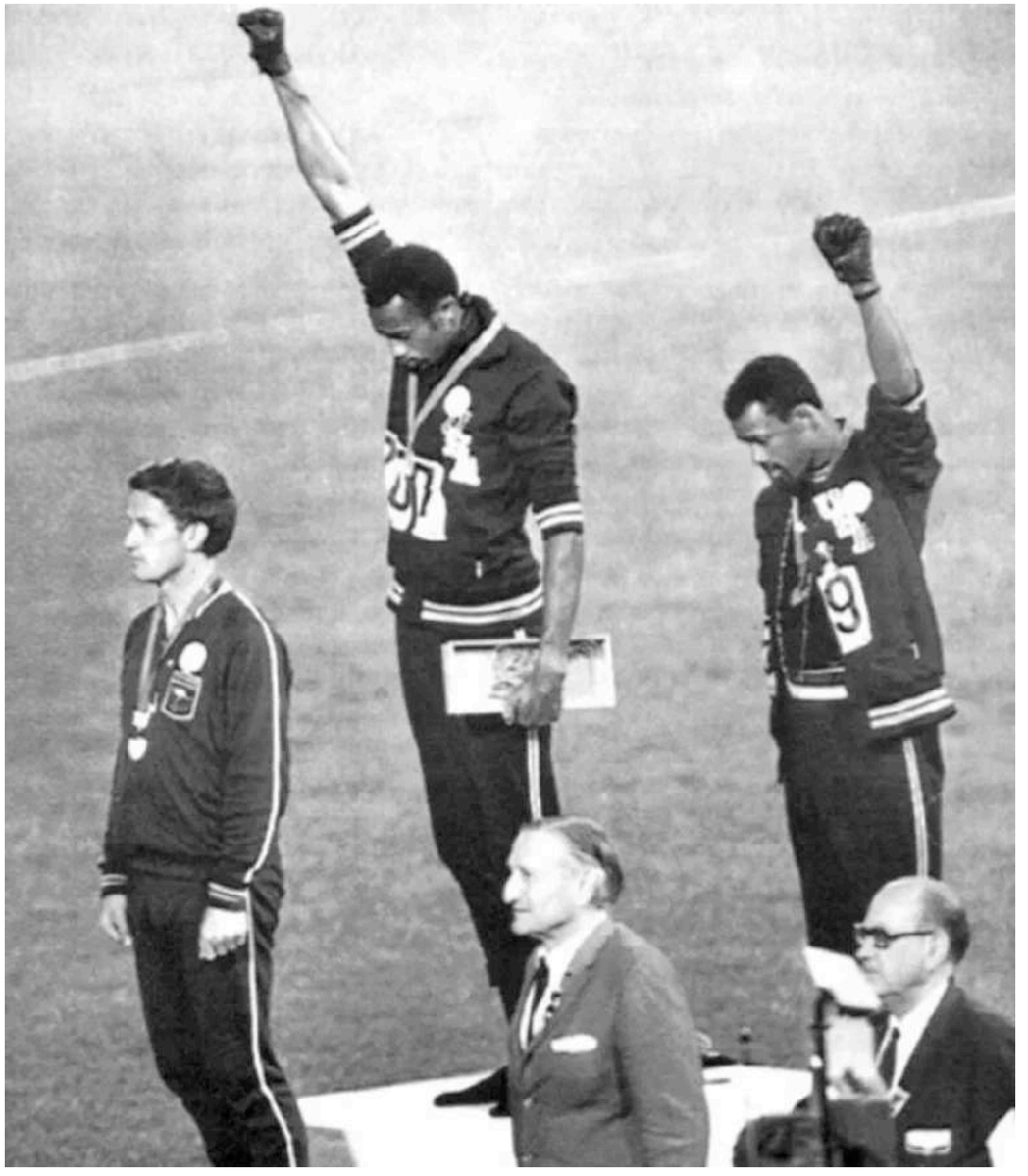
This is the look we get
by using a camera
and a portrait lens.

M E S S A G E

The image of a napalm scarred little girl running from her burning village in Vietnam is one of the most well known photographs in the world.

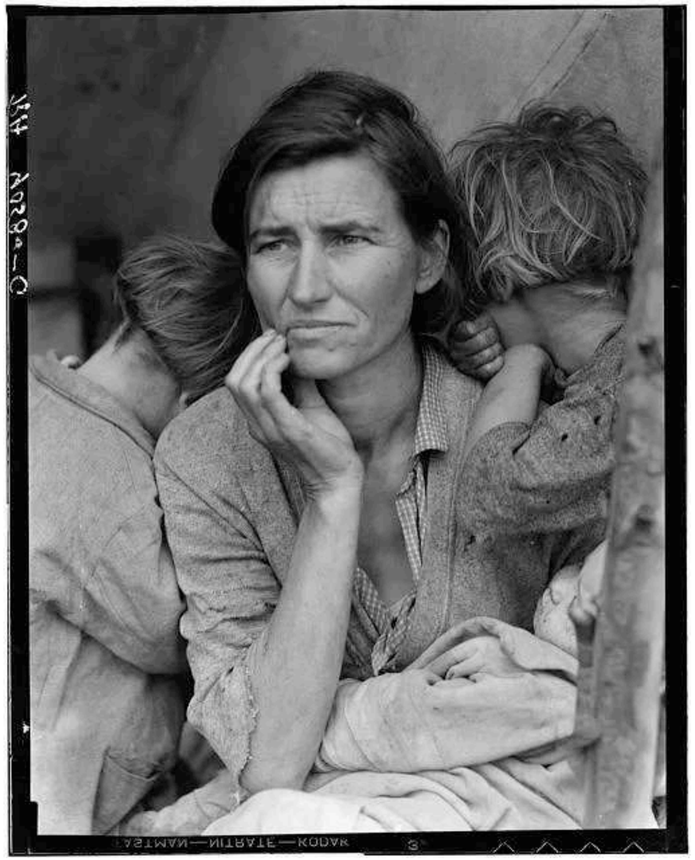
Kim Phuc, the girl featured in the image, is now receiving free laser surgery to cover her scars, 40 years after that terrible day.

However the famous photograph displays far more than a young girl’s suffering, and has since become a symbol of war and human brutality.



Athletes Tommie Smith and John Carlos created an international controversy by raising their fists in the air on the medal podium in a black power salute at the 1968 Olympics.
The image is now seen as a symbol of defiance and equality in the face of adversity.

As tanks rolled into Tiananmen Square in Beijing to suppress protests, one man bravely stood in front of the column, stopping the entire might of the Chinese army.
Taken on June 5, 1989, the ‘tank man’ quickly became one of the most famous photos in the world.
The identity of the protester has never been confirmed.



Dorothea Lange’s photo of migrant mother Florence Owens Thompson during the Great Depression gives a perfect depiction of the desperate situation many families found themselves in at the time.

Nelson Mandela walks free from prison on February 11, 1990, having spent 27 years behind bars. Many feared his release and the end of apartheid would spark a civil war in South Africa, however Mandela became a symbol of peace of reconciliation, and is now known as the father of a modern and peaceful South Africa.

Neil Armstrong, pictured moments after stepping back into the lunar module on Apollo 11, having just become the first human being to walk on the moon. His face betrays a man who doesn’t know if he wants to laugh or cry having just been at the forefront of one of humanity’s greatest achievements.

Major Terri Gurrola breaks down upon being reunited with her daughter Gabi. Gurrola was returning from a year-long deployment in Iraq and was scared her young daughter would forget her.

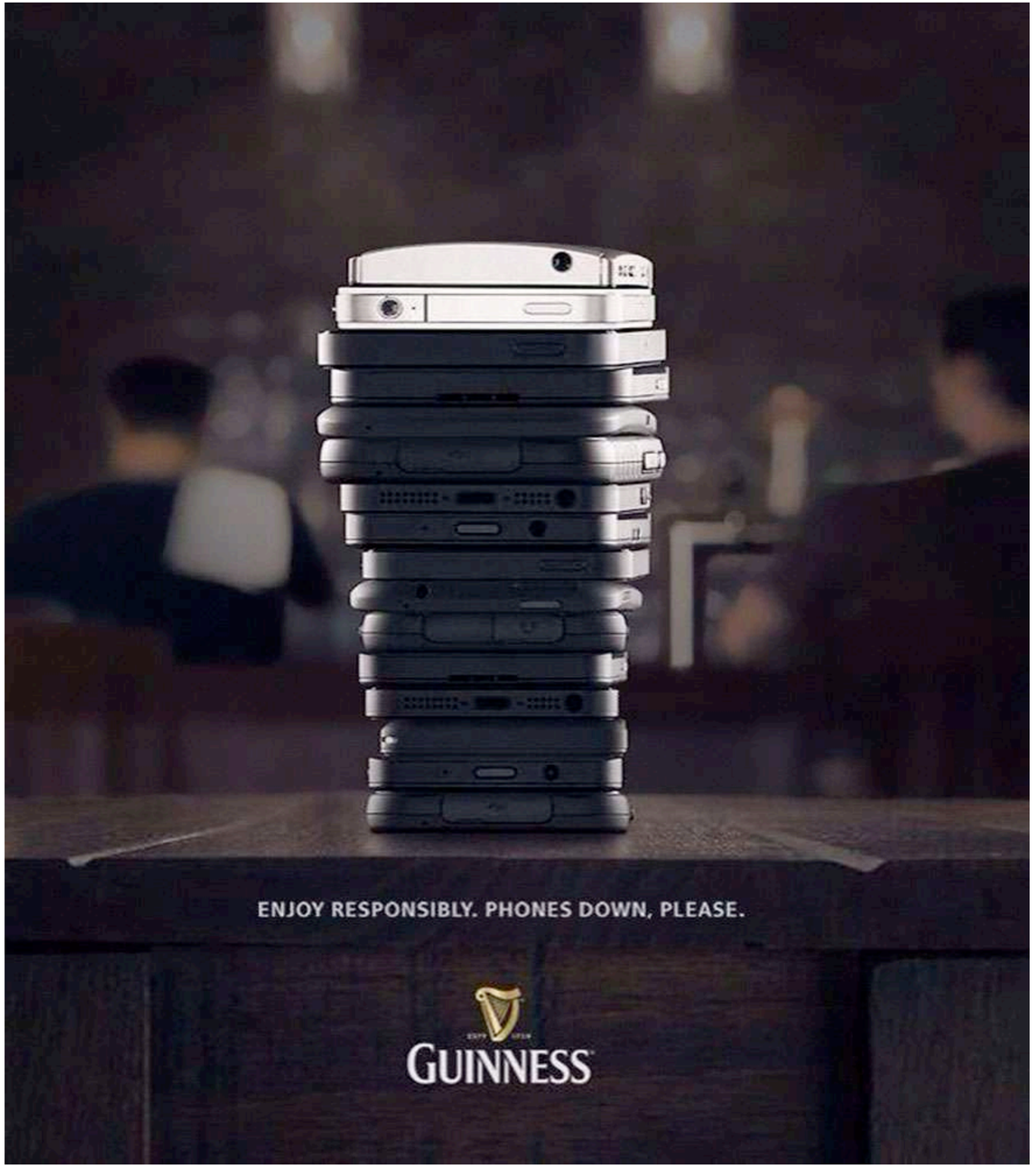
This image was taken immediately after the famous ‘napalm girl’ photo as TV crews and South Vietnamese troops look on in horror and douse Kim Phuc in water.

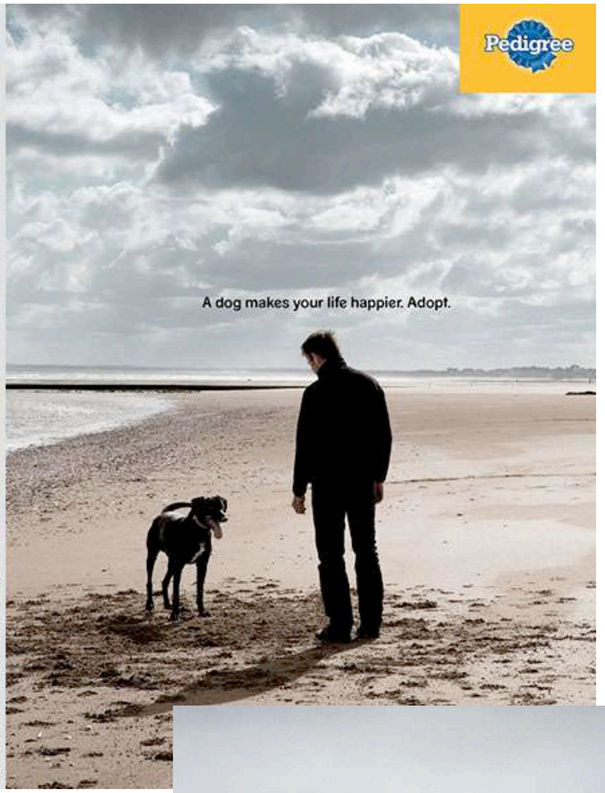
A dog taking a selfie? Not quite. This ad by Ogilvy Istanbul is for Ford’s Rear View Camera and it features a dog staring straight into the camera – in effect, straight out to the audience – to bring feeling and emotion to an important message.

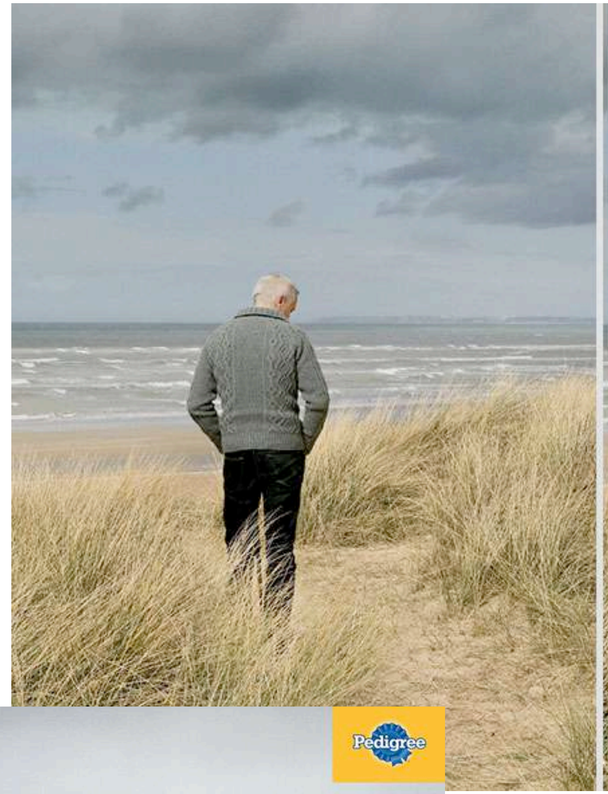
Advertising Agency: DraftFCB, Germany

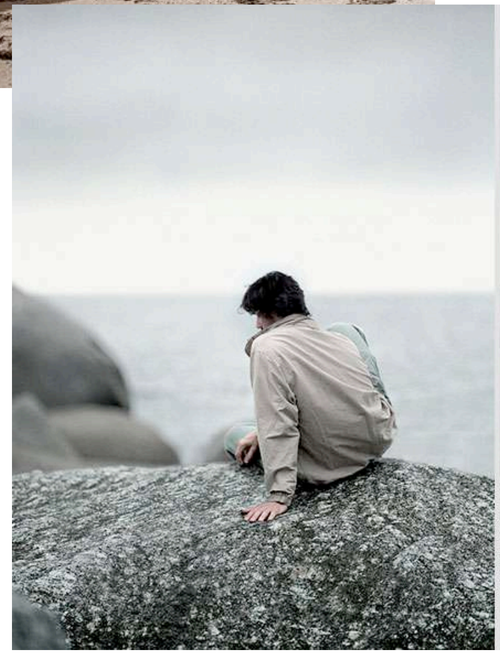
Advertising Agency: DDB, Spain

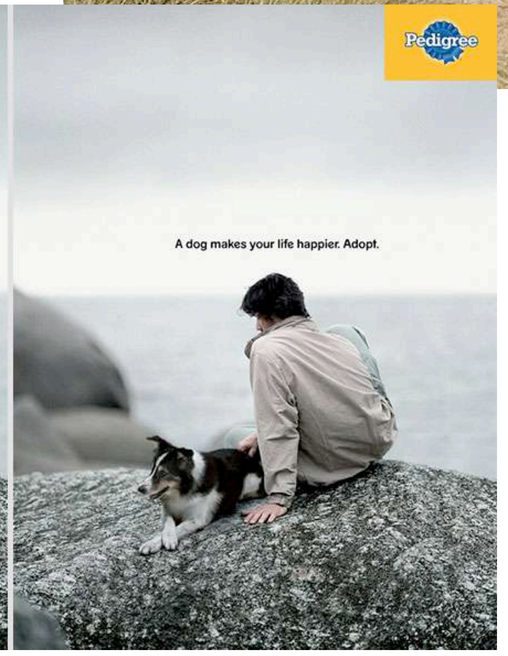
Advertising Agency: Bddp & Fils


ENJOY RESPONSIBLY. PHONES DOWN, PLEASE.
GUINNESS









Advertising Agency: AlmapBBDO, São Paulo, Brazil

Advertising Agency: DDB Tribal Berlin, Germany

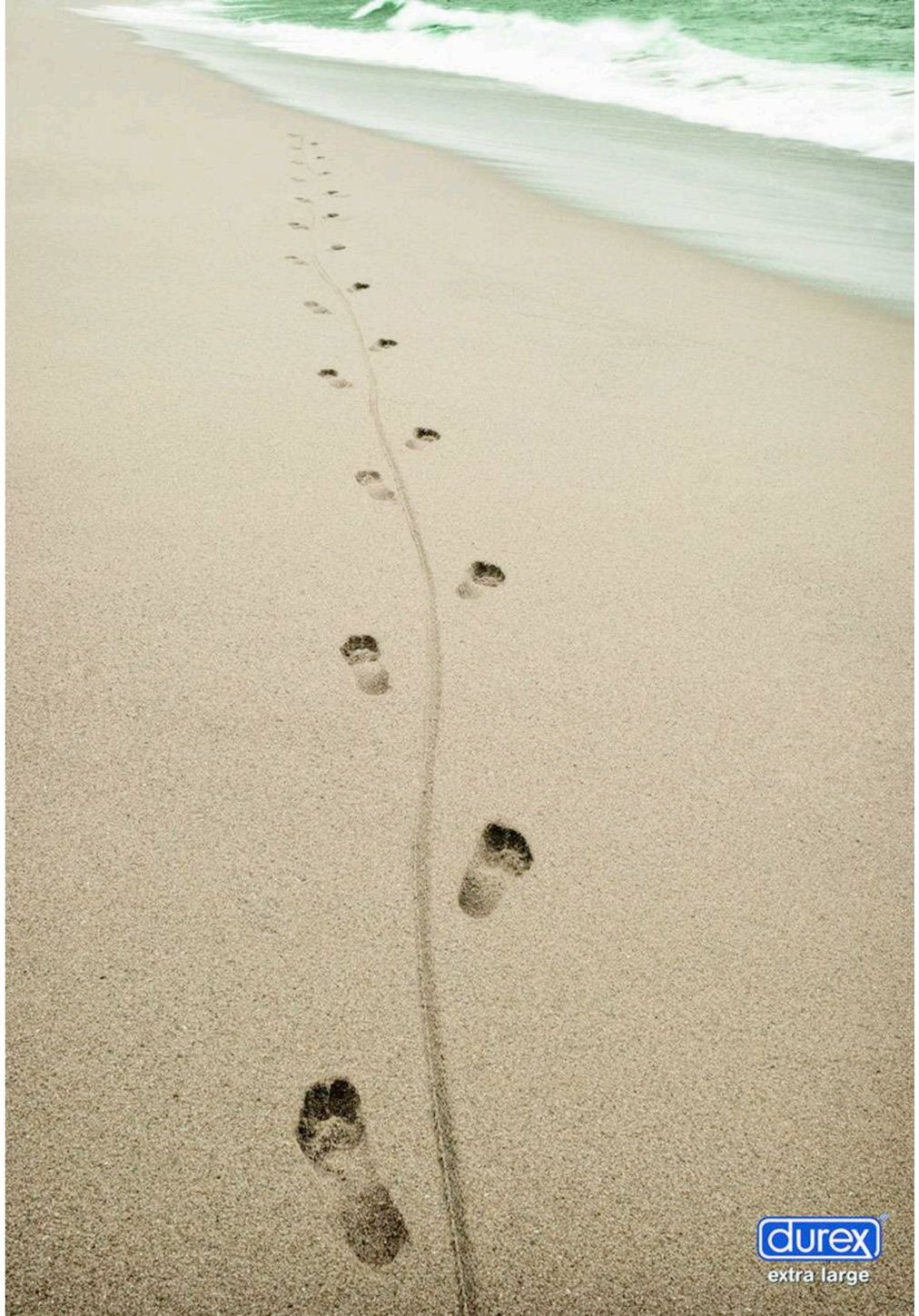
Advertising Agency: TBWANEBOKO, Netherlands

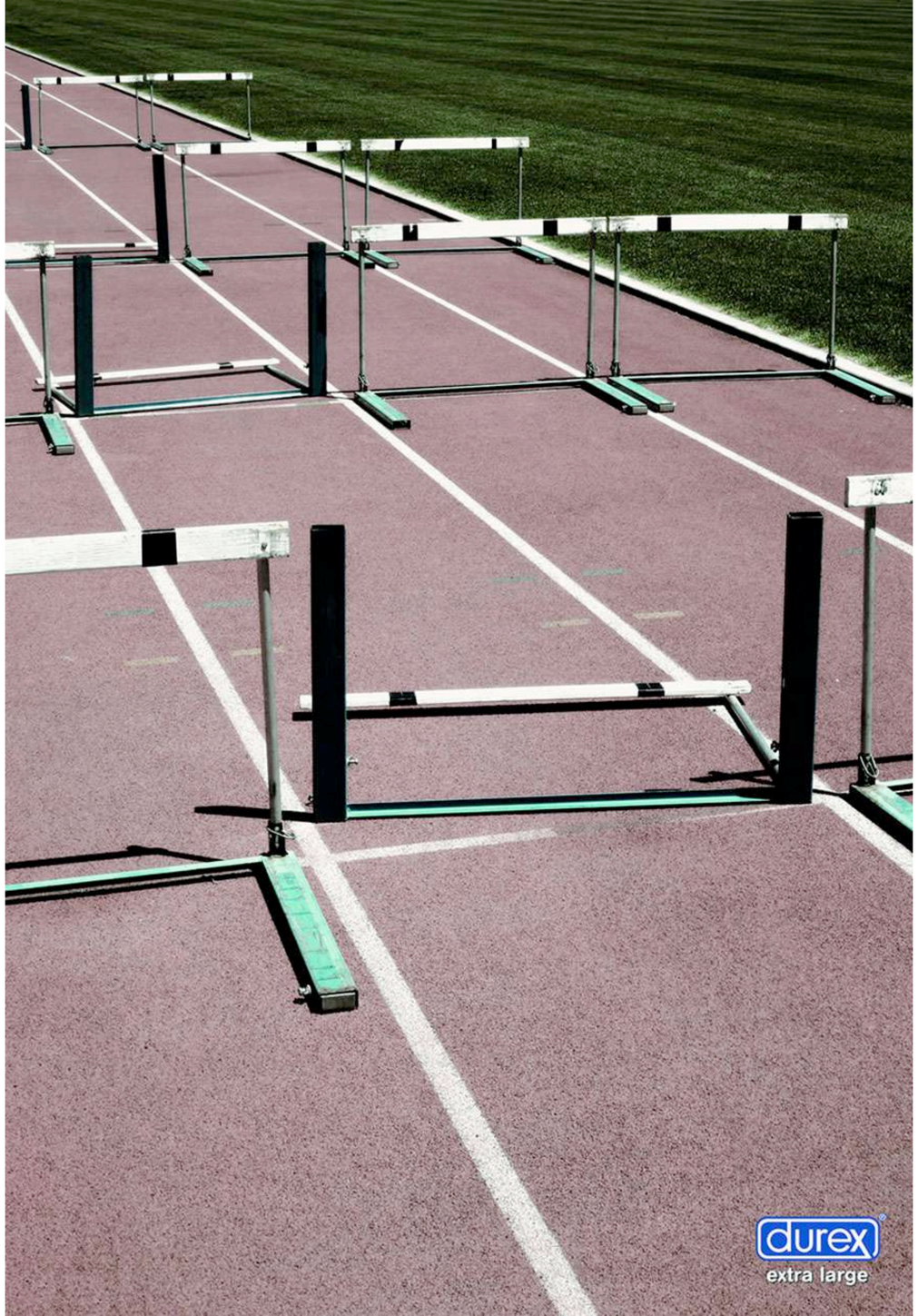
ONE CHILD IS HOLDING SOMETHING
THAT'S BEEN BANNED IN AMERICA
TO PROTECT THEM.
GUESS WHICH ONE.
12
We ban the game dodgeball because it's viewed as being too violent. Why not assault weapons?
MOMSDEMANDACTION.ORG
MOMS
DEMAND
ACTION
FOR GUN SENSE
IN AMERICA

ONE CHILD IS HOLDING SOMETHING
THAT'S BEEN BANNED IN AMERICA
TO PROTECT THEM.
GUESS WHICH ONE.
We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons?
MOMSDEMANDACTION.ORG
MOMS
DEMAND
ACTION
FOR GUN SENSE
IN AMERICA

Advertising Agency: Grey, Toronto, Canada

Advertising Agency: The Jupiter Drawing Room, South Africa





Advertising Agency: DDB Brazil

Netflix got Obama's photographer, Pete Souza, to shoot "candids" of Frank Underwood for House of Cards.
Photo: Pete Souza

Let’s craft an image to provide

Quality, Content and Message.

Q C M

Foam
FIRE EXTINGUISHER
HOLD UPRIGHT
PULL OUT SAFETY PIN
AIM AT BASE OF FIRE
FROM A MINIMUM
DISTANCE OF 1 METRE
SQUEEZE LEVERS
A
B
WJFIRE

FOAM
FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
MAINTAINED BY
FIRE

FOAM
FIRE EXTINGUISHER
21A
6L FOAM
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
MODEL: FFEX621
OPERATING TEMPERATURE RANGE: +5°C TO +55°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
FIRE

FOAM

FOAM
FIRE EXTINGUISHER
21A
6L FOAM
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
MODEL: FFEX621
EXTINGUISHING MEDIUM: 91.7% WATER+8.3% J86 FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJFIRE
Tel 01420 476 071 Mob 07919 215 722

FOAM
FIRE EXTINGUISHER
2A 6L FOAM 144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED SECTION OF GAUGE WITHDRAW FROM SERVICE.
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WJ FIRE

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FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED
SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST.
THIS EXTINGUISHER SHOULD BE SERVICED AT LEAST ONCE A YEAR BY A
QUALIFIED COMPETENT PERSON IN ACCORDANCE WITH BS 5306 PART 3 ONLY REFILL
RECHARGING SHOULD BE CARRIED OUT TO BS 5306 PART 3 ONLY USING
COMPONENTS RECOMMENDED BY THE MANUFACTURER.
MODEL: FFEX621
EXTINGUISHING MEDIUM: 91.7% WATER+8.3% JBE FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MANUFACTU
MAINTAINED BY
WJFIRE
Tel 01420 476 071 Mob 07919 215 722

FOAM
FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST
THIS EXTINGUISHER SHOULD BE SERVICED AT LEAST ONCE A YEAR BY A QUALIFIED COMPETENT PERSON IN ACCORDANCE WITH BS 5306.
RECHARGING SHOULD BE CARRIED OUT TO BS 6643 PART 1 ONLY USING COMPONENTS RECOMMENDED BY THE MANUFACTURER.
MODEL: FFEX621
EXTINGUISHING MEDIUM: 91.7% WATER+8.3% JBS FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJFIRE
Tel 01420 476 071 Mob 07919 215 722

FOAM
FIRE EXTINGUISHER
21A
6L FOAM
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED
SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST
MODEL: FFEX6-21
EXTINGUISHING MEDIUM: 91.7% WATER+8.3% JBS FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJFIRE
Tel 01420 476 071 Mob 07919 213 722

FOAM
FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED
SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST
COMPONENTS RECOMMENDED BY THE MANUFACTURER.
MODEL: FFEX6Z1
EXTINGUISHING MEDIUM: 91.7% WATER+8.3% AR5 FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJFIRE
Tel 01420 476 071 Mob 07919 215 722

FOAM

FOAM
FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST
THIS EXTINGUISHER SHOULD BE SERVICED AT LEAST ONCE A YEAR BY A QUALIFIED COMPETENT PERSON IN ACCORDANCE WITH BS 5306.
RECHARGING SHOULD BE CARRIED OUT TO BS 6643 PART 1 ONLY USING COMPONENTS RECOMMENDED BY THE MANUFACTURER.
MODEL: FFEX621
EXTINGUISHING MEDIUM: 91.7% WATER+8.3% JBE FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJ FIRE
Tel 01420 476 071 Mob 07919 215 722

FOAM

FOAM
FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED
SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE .
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST
THIS EXTINGUISHER SHOULD BE SERVICED AT LEAST ONCE A YEAR BY A
QUALIFIED COMPETENT PERSON IN ACCORDANCE WITH BS 5306.
RECHARGING SHOULD BE CARRIED OUT TO BS 5645 PART 1 ONLY USING
COMPONENTS RECOMMENDED BY THE MANUFACTURER.
MODEL: FFEX621
EXTINGUISHING MEDIUM: 91.7% WATER+8.3% JBS FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 50BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJ FIRE
Tel 01420 476 071 Mob 07919 215 722

FOAM
FIRE EXTINGUISHER

FOAM
FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED
SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST
THIS EXTINGUISHER SHOULD BE SERVICED AT LEAST ONCE A YEAR BY A
QUALIFIED COMPETENT PERSON IN ACCORDANCE WITH BS 5306.
RECHARGING SHOULD BE CARRIED OUT TO BS 6643 PART 1 2015/2006
COMPONENTS RECOMMENDED BY THE MANUFACTURER.
MODEL: FFEX621
EXTINGUISHING MEDIUM: 94.7% WATER+5.3% JBE FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJ FIRE
Tel 01420 476 071 Mob 07919 215 722

FOAM

FOAM
FIRE EXTINGUISHER

FOAM

FOAM

FOAM

FOAM

FOAM

FOAM

FOAM

Background Paper
FOAM

FOAM
FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST
THIS EXTINGUISHER SHOULD BE SERVICED AT LEAST ONCE A YEAR BY A QUALIFIED COMPETENT PERSON IN ACCORDANCE WITH BS 5306.
RECHARGING SHOULD BE CARRIED OUT TO BS 5043 PART 1 ONLY USING COMPONENTS RECOMMENDED BY THE MANUFACTURER.
MODEL: FFEX6Z1
EXTINGUISHING MEDIUM: 91.7% WATER+8.3% JSE FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJ FIRE
Tel 01420 476 071 Mob 07919 215 722

FOAM
FIRE EXTINGUISHER
6L FOAM
21A
144B
1 USE UPRIGHT PULL OUT PIN
2 AIM HOSE AT BASE OF FIRE
3 SQUEEZE HANDLE TO OPERATE
RELEASE HANDLE TO STOP
A
B
CAUTION: IF PRESSURE INDICATOR ENTERS RED SECTION OF GAUGE WITHDRAW FROM SERVICE.
DO NOT USE OUTSIDE TEMPERATURE RANGE.
WARNING: THIS IS A PRESSURISED CONTAINER.
RECHARGE AFTER ANY USE. PROTECT FROM FROST
THIS EXTINGUISHER SHOULD BE SERVICED AT LEAST ONCE A YEAR BY A QUALIFIED COMPETENT PERSON IN ACCORDANCE WITH BS 5306.
RECHARGING SHOULD BE CARRIED OUT TO BS 5306 PART 3 ONLY USING COMPONENTS RECOMMENDED BY THE MANUFACTURER.
MODEL: PFEX6I
EXTINGUISHING MEDIUM: 97.7% WATER+0.3% JSE FOAM
OPERATING TEMPERATURE RANGE: +5°C TO +60°C
TEST PRESSURE: 30BAR
WORKING PRESSURE: 12BAR
PRESSURISING GAS: NITROGEN
MAINTAINED BY
WJ FIRE
Tel 01420 476 071 Mob 07919 213 722

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Guide to Value Led Photos

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Welcome

Thank you for helping us to produce the very best website for your business. The guidelines we are giving you here may seem a little esoteric and sometimes sound like we're asking you to do something that feels a bit like a waste of time. However, images, strong, value-led images are at the heart of every good ad campaign, and a website is like a series of really engaging ads for your business, product or services.

All will be explained within and by helping us do this, you will be helping ensure your website will convert more visitors into customers. We appreciate your efforts (as a good attempt is better than no photo). Please read, look at our examples and then use your judgement in producing some great shots for us. A good digital camera shot is good enough for now, we can always upgrade to a professional photographer in the future.

We have mocked up a general idea of what we are after. So let's get going and start to put your business on the digital map!

Stuart Morrison

General Note

All left/right references are given to mean as you look at the picture.

Please ensure all staff are smiling in the photos - this alone can have a huge effect on response rates!

Have all staff members in something identifiable as a business team member, branded workwear is good, or where appropriate suit, tie and smart business dress. If appropriate you can wear t-shirts, fashionable tops, jackets etc. But try to keep the brand visible to both the conscious and unconscious as much as possible.

No hoods up or baseball caps being worn in photos please, if headwear of any description needs to be worn, please ensure the subjects eyes can be seen in the photo and that shadows do not obscure the face. The same goes for chromatic eyewear and sunglasses. We have to see where the person is looking, it encourages readers to look there too.

The following guidelines use stock images as an example of how your pictures need to look. But do not use stock images.

Home Page

Note the prominence of the brand in the above image...

Here, DHL have created an image that shows a worker in context. This is very important. To convey the value of your business to a customer, any image on the site needs to be made the most of in this way.

The above image has a smiling, happy employee, plenty of branding and most importantly - the person in the photo is at work, doing what it is the company in question does.

All images must make use of this, remember that words and pictures are the two most powerful things on any web site.

About Us Page

Images of the staff work well on an 'about us' page, either a line up or in a group, smiling or at their work stations.

The image(s) should be engaging, user-centric (focused towards the site visitor) and people should be smiling, looking as though they are enjoying their jobs and are proud to be there.

Again, context is important here - anything with your team in the office/ warehouse or standing in front of your vehicles will work well. Try to think 'context' as much as possible - use every picture to tell a valuable story, rather than wasting the space with just an image that holds no value.

Account Application

Even for an Account Application page, the main image should still remind the visitor why they are there.

Applying for an account with your company should be shown as being easy, but try to leave the visitor with the end goal in mind. That your team will support the application at every stage until the user gets what they want.

The best way to support this with value for the user, is by reminding them why they are there. We do not want people coming to any page, forget this and start worrying about contracts, costs and detail.

As with the above image, we need to see a happy, professional employees delivering to a happy, satisfied customer - as this is why they took out the contract in the first place.

Services

This is a good image, it is fun and engaging as well as underlining the branding.

There are a few minor issues with this image (example: the brand name partially obscured on the truck) but it has a lot going for it. The employee is pointing in the right direction and the chap is looking towards the right. Both staff members look happy and enjoy their work. The type of people that doing business with wouldn't be a big headache or troublesome.

The van is also pointing to the right and the general flow of the image is left to right. Obviously the logo of the neighbouring business is a problem. You only want your own signage in the photos and where possible get all the phone number into the photo.

Delivering Your Service

The image above is both engaging and shows an employee in the context of their job, giving the image value.

This image needs to have a vehicle present to give it the right context, displaying that the courier is capable of delivering. A shot like this one of a driver in the van would be great, a shot of the driver standing in front of the vehicle smiling towards the camera would also be suitable.

Overnight or Fast Response

The image here shows a truck, moving towards the right side of the website, if the form is positioned to the right it could be shown in a warm, positive light.

This shows the service here in a positive light, this could also show a ribbon cutting ceremony or some other "finalisation" routine to underline you get projects done and completed.

Whatever you do think about the end goal of the visitor, what do they want to buy, not what do you want to sell. There is a difference and you need to underline to the user the value of them reaching their goals using your business.

Service Being Done

Here, care is being taken to get a consignment ready for shipment. It shows the team working on the job.

This image needs to convey that a business is capable of delivering to a high level. That you have a team delivering this service. Here they are highlighting that the team will take care to ensure that all consignments will be delivered safely and in good time.

It is about creating the context to show the delivery of the users expectations. This needs organisation, so the image needs to show what you do, and how you do it, showing team members checking and working on what it is you do.

You want to underscore the care and professionalism of your business and the team who operate within it.

Quality and Care

In this specific instance this image uses humour to highlight the personalised service that a concierge service brings.

Obviously this image does not need recreating to a tee, however the picture does need to convey the value of your team delivering a premium service and how this is different from a standard one.

A good idea would be to team members doing what they normally do but dressed to impress: window cleaners wearing tuxedos, or a lawyer with two clients wearing crowns (back to the camera), we deal with high class people and we too are high class is the message.

Bonus points go to you if you do decide to wear white gloves!

Answers to Problems

A good shot of staff setting up the product or service, getting it ready to go or be provided to the end user will be ideal.

The value in this image is the staff member acting responsibly and making sure that the work is being done perfectly. People may have had issues with your products or services in the past and will expect to see how you are different, so we want to show them that your business removes all of this for them, by being capable and competent.

Case Studies/Testimonials

Here we need photos of happy clients who are seeing the benefits of having used your business before

A photo of the owner of the company or the manager whom contracted the customer is also good here. A bit about the customer's issues or problem and how you're helping them alleviate it, should be the central theme for all case studies.

If you can supply specific numbers such as: "Saving them £xxxxx per year" or "Helping them save xx man hours per week" it helps build some great case studies for the website.

Even better - including yourself with the chosen customers in the shots will add a genuine touch to the picture and show you are who you say you are.

Site or Location Shots

Show your people engaged in moving about within the contract delivery situation and if you can have a member of staff pointing right, not necessarily aware that the camera is there, that would be good. Above the chap is motioning with the scanner, which is a good way of "pointing" without it having to so blatantly obvious.

Alternatively you could have a staff member engaged in attending to a task or integral process. If they can be gesturing towards the right that's a good thing.

Summary

We want to build the best web presence we can for your business. We spend a lot of time tweaking, testing and improving your web presence so your help in giving us the right images is very much appreciated.

If, for any reason, you feel unable to capture any of the photos we have suggested above don't panic! Just get as many as you can, and keep adding to them, add them to the storage area as indicated and we can look and change them as we need to or as we find images to suit your website pages.

This helps if we don't have all the images we need and allows us to give your site a feeling of a genuine business full of genuine people. So that people who arrive at your site instantly get the feeling that you are "real" and approachable.

Many thanks for all your assistance and we look forward to seeing your photos, you don't have to be David Bailey or Lord Snowdon, just as long as the images are not too dark, blurry or washed out we can work wonders.