



Top 8 -

CONTENT SHOOT ESSENTIALS

It's no secret that food marketing is a content-heavy game. Photos, videos, boomerangs, stop motions, hyperlapses - your budget needs to work hard, and your content needs to work even harder across so many channels.

COUNTING DOWN

Read on to discover our top 8 content shoot essentials. Whether you're in the planning stage, or mid-project, here's a few questions to ask yourself (and your suppliers) before you click that shutter.

1. Do Shoot for Portrait and Landscape

Here's the deal – many website images are landscape, but social media & print advertisements are often portrait or square.

The secret to making your content work hard for your budget, is to be sure to brief so both portrait and landscape crops are viable from each frame. You just never know when your sales team will ask for a ¼ page landscape at the bottom of a print magazine.



2. Do learn to love negative space

Negative space is your design hero! By ensuring your photographer or videographer 'zooms out' and ensures a clear zone around your subject matter, you open yourself up to cropping in any direction, and best of all – adding copy overlay and design elements. If you're short of budget, our hot tip is to get your hero shot, and then one zoomed out shot. You can thank us later ;)



3. Don't leave licensing until later

We've seen many clients and colleagues trip over this detail. Before you sign off on the quote, always clarify who owns the licence for the image or video (and talent, if you're featuring a model or celebrity). Image licensing varies by industry and photographer – sometimes your 'cheap' photoshoot can turn into a very costly exercise if you need to use your images for channels and sectors other than originally specified. To keep things simple, at Red Candy we include the full licence in our imagery and video quotes. This means that it's all yours, to do whatever you please, in perpetuity.

4. **Don't** underestimate the power of food styling

If you've ever encountered one, you'll know that food stylists are both the rock stars and work horses of any shoot. Their incredible attention to detail, ability to prepare 'photo worthy' food and reams of photography knowledge means they deserve your respect and dollars. A good stylist will intuitively add height, layers and drama to your shots, and they'll also do the grocery shopping and cleaning too – bonus!

5. **Do** Shoot Natural, Do Diffuse

Oh gang, the number of times we've come across this one. Studio lighting is best left to the experienced professionals, with killer post-production skills. If that's not something you have at your fingertips, you'll struggle to manage shadows and harsh yellow-orange hues distorting your lovely images & videos.

Natural light creates food imagery that is fresh, crisp and has depth – as long as it's diffused light. Diffused light is thankfully achieved via the clouds in the sky or a photographer's diffuser. This creates a filtering of the light source giving you soft, gentle shadows, rather than blasting dark shadows that dominate your shoot. Take a look below and see for yourself!



Natural Light



Studio Light

6. Don't forsake appetite appeal for creativity

While you might be hankering for something fun and bold this year, by next year that fun shot will have turned into your white elephant because everywhere you use it, it looks circa 12-months ago. Too bright! Too loud! Too upbeat! Too cheap!

Let's just say, if you can afford disposable content, go crazy. Have fun. But be prepared to maybe cringe later. We've all been there.

Otherwise, if you're like the rest of us and want your imagery to keep giving for years to come, let appetite appeal be your goal. More focus on golden, buttery crumbs, glossy glazes and oozy cheeses, and less on funky shapes, bright backgrounds and sterile styling.



Creativity taking hold



Letting the food do the talking

7. Do take the time to create a strong brief

A brilliant shoot is a team effort, but at the end of the day it's as good as your brief. Include plenty of reference pictures of what you do and don't like – but be sure to explain why. Indicate what areas you're willing to be flexible on (for example you might be open to a range of props), and what is non-negotiable (for example including branded product in the shot) is important too. We'll do everything we can to ensure everything goes smoothly, and to brief on the day, and give you a buzz/send photos if there are any questions mid-shoot.


8. **Do** make a channel plan and check it on the day

Our final tip for your next content shoot is the biggest one of all. Channel planning!

Make a list and check it twice, do you have a version of content that is suitable for;

- Your website hero imagery
- Your blog posts
- Your recipe cards
- Apps
- Display Ads
- Print advertisements
- Facebook Ads
- Facebook Feed/Profile
- YouTube
- Instagram
- Instagram/Facebook Stories
- Snapchat
- Pinterest
- eDM or eNewsletters
- Your online shop
- Internal communications

READY, SET, SNAP!

 *We hope you've found this check list helpful, and if there's something you feel should be added to the list, give us a bell.*

Finally, if you'd like a hand with your next content shoot, we do it all! Get in touch info@redcandy.com.au