



VISIONAIR

The Guide to Lifestyle Photography



About Visionair Lifestyle Photography

Visionair has grown in commercial, editorial and documentary lifestyle photography over a period of thirty years. Since our beginning, individuals and business clients have always demanded the very best on-trend photography, which is why our team at Visionair work with you to showcase your product or services the way you want.

Relevant lifestyle branding is far better received, which is why we try to avoid a stereotypical studio setting, instead focusing on

complimentary locations that pedestal your products and services to new heights.

Lifestyle photography is an essential means of communication in our modern social world. Featuring products and services in this fashion only adds to society's expectations. Whether it be a sense of style, attitude or appropriate product placement that speaks to the end consumer, our team can enhance your product by bringing it to life through our professional lifestyle storytelling.



Why Visionair Lifestyle Photography

As experienced photographers, our professional team can generate fresh ideas into your marketing campaign. From planning and choosing locations, prop design, selecting talent to specialist lighting equipment, we can make your products shine through the use of lifestyle still photography. What's more, our talented videography department can assist to provide guidance on a visual storyboard in case you wish to enhance your vision beyond photography.

When we meet with you for the first time, Visionair Media's goal is to interpret your vision in a collaborative strategic plan.

As we have worked alongside many corporates, from small boutique businesses to larger corporations like Westpac, we understand the internal department complexities that may require cross communication to ensure finalisation of your vision.





Planning your Lifestyle Photography Shoot

If you are planning on designing a concept for your marketing campaign, planning and delivering a lifestyle set of photographs or vision can be a difficult task. To assist, Visionair Media has constructed a helpful guide which may help provide insight into the processes and behind the scenes work involved in a lifestyle shoot.



Planning your Lifestyle Photography Shoot

» **Concept Generation – What’s your idea?**

This is a no-brainer, but as they say, it all starts with an idea. Think about what essential elements make up your product or service and how you think you might best convey these features to your audience. Once you have your train of thought heading in the right direction, the ideas should quickly flow. Think about the value your product provides to your customer or where your customer’s may consumer your products.

» **Where do you plan on using the content?**

Once you know what the lifestyle content is for typically, you will have an idea of the types of platforms where the images or video will appear. Some examples include social media platforms, traditional print magazines, television, YouTube or IGTV.

» **Do you know your target market?**

Market research is critical here. Study and understand the habits of the consumers you plan on targeting. Look at inspirational Instagram feeds, relevant blogs and influencer content to create an overall picture of the type of imagery you will require to reach your audience.

» **Have you researched an ideal location?**

Once you have established the first three critical points, start picturing where you would like the photography or video shoot to take place. Lifestyle scenes are best shot onsite or outdoors, but a studio setting like the Visionair Media Studio can also be used.



» **Outsourcing Talent**

Next on the list of things to plan is the type of talent you would like to use to represent your brand or service. Have you considered a celebrity partnership, an influencer or a model?

Whatever the case might be a casting call should be arranged with a reputable agency or in-house. Also, think beyond people as in some cases successful lifestyle shoots have included animals or even props.

» **What is the key message you want to portray in your campaign?**

What do you want to convey in your lifestyle shoot? How is your product going to be displayed and what benefits are significant to highlight? Listing essential points in this step will be an excellent place to start as you can elaborate on the points to help form a mood board or script.

» **How will the day run? Do you have a Plan B in case something goes wrong?**

One of the essential points is to visualise how the day will unfold. Think about everything, from the production crew setting up the shoot to when you can call it a wrap. Construct a time sheet and make sure to share this with everyone involved. Just keep a backup plan up your sleeve in case the weather or some unforeseen situation arises.

» **What format do you want the products delivered in? Do you require any editing?**

Finally, how do you want the photographs or video delivered? Do you require any retouching or editing to make it a final product? Think about what file formats or image dimensions you may need for specific social platforms or magazine inserts.



Contact us

As you can see, there is quite a process to think about to ensure a successful lifestyle photography shoot. If you have any questions or you find yourself time poor, Visionair is here to help.

Contact us today on **1300 557 099** for a free consultation so we can learn what you might be after for your future lifestyle photography or video shoot.

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