



www.heathlambert.co.uk



Objectives

- Provide imagery that represents the concepts of the Heath Lambert website whilst remaining in a consistent style and brand.
- Provide a bank of copyright free stock imagery that is unique to Heath Lambert for unlimited use in future offline and online marketing campaigns, rather than paying for restricted images that remain available to other companies.
- Complete profile shots of team members for use on the 'contact a specialist' sections of the site.
- Selection formatting and editing of imagery specifically chosen for the website for hand over to the Heath Lambert team to upload.

Results

- High quality and representative imagery of the Heath Lambert brand, focusing on bespoke and tailored services.
- Unique and 'on brand' imagery utilised in the redesign of Heath Lambert website as well as for general marketing materials.
- High level timeframes identified and adhered to.
- Project kept within identified budget.

Heath Lambert

Heath Lambert appointed Appius during the redesign of their website to manage and produce unique brand photography and put emphasis on showcasing their bespoke services.

The resulting imagery was not only used for the website but also provided a bank of 'on brand' images for use on and offline as copyright-free marketing material fully owned by Heath Lambert.

What we did

- ✓ Envisioned and planned the shoot from presentation of concepts to developing chosen concepts.
- ✓ Finalised a list of required shots with Heath Lambert that acted as a solid guide on the day of the shoot.
- ✓ Sourced Bournemouth venue due to more competitive rates and ability for several brief in meets with models, photographer and Appius.
- ✓ Sourced a suitable photographer as well as fully briefed them on chosen concepts.
- ✓ Sourced suitable models as well as purchased props identified in the concepts.
- ✓ Managed and produced shoot itself, one day in studio with models and one half day at Heath Lambert offices for profile shots.
- ✓ Selected final imagery as well as edited and formatted for website.
- ✓ Deployed imagery to Heath Lambert team.

