

# GUIDELINES FOR SHOOTING

📍 Moke Lake  
Queenstown

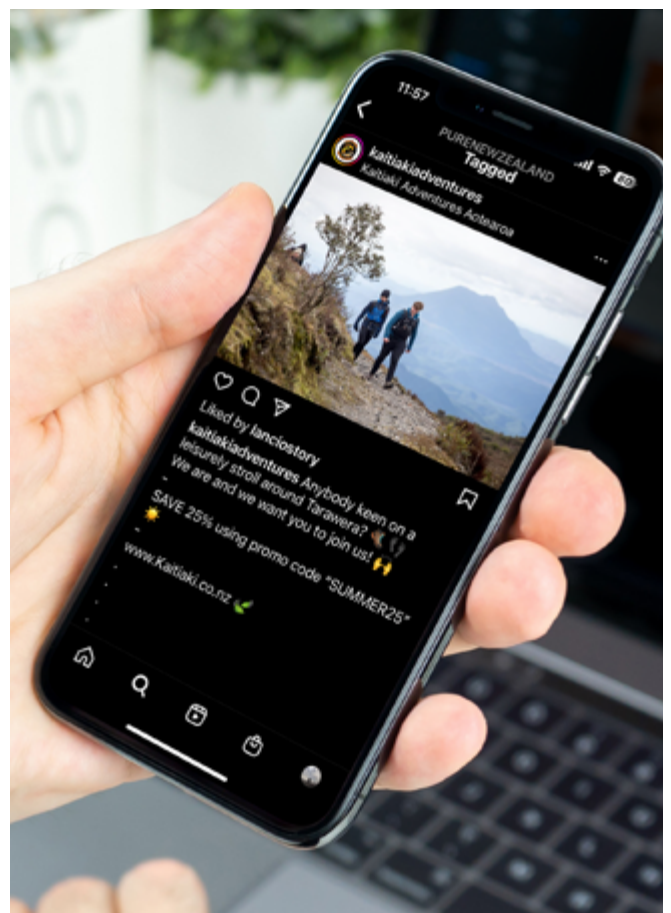
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NEW ZEALAND

We have collated a suggested set of guidelines for when planning a still or moving shoot. It is important to note that these are not Tourism New Zealand's Visual Library Guidelines and do not guarantee TNZ's usage. These are here to help give you direction when creating content for your region and/or operation.

## Social Content

Social Media Content can be less 'polished' and retouched than other advertising. This content performs best when it is candid, more authentic and almost gives the audience a 'behind the scenes'. Here are some content directions to help you create more engaging visual content for your social media channels:

- First and foremost, know your audience and what kind of content they consume on your channels. Is it a reel format? Or do they like to watch the longer forms?
- Know why you are creating the content. Is it for storytelling, behind the scenes, creating awareness around the product/service, etc.?
- Create mobile-first content. Think vertically, i.e. videos with vertical aspects 9:16 or a duration of 15 secs or less for the best experience on mobile.
- Design videos for sound off. Meta-research shows adding captions to videos increases view duration by an average of 12%.
- Shoot high-res. Make sure your visuals are not grainy. Aim for 720p or higher.
- Keep it clear and include cues. Make the product or service centre the visual story.
- Make sure there's gender diversity in the content, as it increases the ad recall and helps you connect with the broader audience (Meta research).
- Highlight your brand early and clearly in the video.
- Authenticity is the key. With shorter content's popularity (Reels, TikTok), it is important to stay authentic and align the content to your audience's needs and stay native to the platform.
- Safe zones are vital. Ensure you know which format you are shooting for so the key elements don't get hidden behind the sidebars or usernames.
- Each social media platform and format has its content creation best practices and specifications requirement, so please look at the platform help and support for in-depth info.





## Advertising

Traditional Advertising (i.e. Footage and stills shot for print, website, billboards etc.) is where it is important to put your best foot forward. This is where you'd use your 'hero' material and the content that best encompasses your region or operation. This content should be clean, well thought out and give a clear message.

## PR Content

**Format:** A selection of 1x1 and 16x9 imagery and video and both high-res (for print) and low-res (for online) versions are appreciated; and jpeg, png and mp4 formats are preferred. For video, multiple cut-downs (i.e. 30s, 60s, 120s) are ideal.

**Content:** Content should be captivating, compelling, and accurately showcase the experience or offering you are promoting, and follow the guidelines below. 'B-roll' video is always appreciated (cutaways / general footage in addition to the storyboarded or main shots), along with 'vox pops' (quick Q&A style video) with spokespeople where relevant.

**Permissions:** Wherever possible, we request that imagery is available in perpetuity, and any talent appearing in the photographs must have consented to these images being taken and supplied. Credit is given in all usages.

## Audio for moving footage

In any voiceover or 'to camera' dialogue, it is important to ensure that audio quality is clear and audible. It is recommended to either use a microphone or that background noise does not interfere or overpower dialogue. It is important to keep your international audience in mind when writing and recording audio. Avoid slang that could be misunderstood or misinterpreted and maintain a clear and announced tone. When pronouncing te reo Māori names and places, it is imperative that pronunciation is correct.

Ensure music and ambient sound do not breach copyright guidelines.

## Wardrobe

There shouldn't be any external brands visible (Nike logo on a shirt, technology logos). For commercial purposes, permission will be needed from those brands to be included in content that is developed and if not granted, could potentially create an issue with those brands. This is also a deterrent for the viewer from what your content is centered around. The exception to this would be a uniform that is directly associated with the talents role in the content and operator i.e. uniformed staff member of the activity that is being shot.

Be cautious of colour clashing. i.e. if talent is wearing a red shirt in front of a red background, they will be lost. Equally, if talent are wearing a light-coloured outfit against a bright background, they will not stand out but blur into the shot. We recommend a contrast between the wardrobe and the surrounding area.

In moving footage, stripes, distracting patterns and designs do not translate well as they also blur and distract from the expression of the talent.

It is also recommended to avoid the use of prescription/sunglasses where possible as the talent's eyes are not visible and light will reflect off them.

## Lighting

When considering lighting and time of day for shooting, you are not limited to 'golden hour'. But it is key to ensure that talent and location are in clear view. So, avoid shooting into the direct sunlight, as the focus will be lost in the exposure but instead, use natural light to highlight the talent and/or scenery.

When retouching images, it's important to portray a vivid, yet accurate representation of the subject or experience. Avoid too much artificial light and saturation of content.

## Framing

To create the best range of content, it's recommended that you capture a mix of close-up, mid shots and wide shots.

Within the frame of stills, it is important to hero your purpose clearly. For example, the activity you're portraying, or the logo/ branding of the operator is in clear view. Similar goes for film; you want to keep your branding top of mind. The viewer shouldn't be unsure of what, where, or who you are.



## Talent

Including talent in imagery helps to establish an initial connection.

You want to give an accurate representation of Aotearoa, so it is important to incorporate a diverse range of talent; this means varied ages, ethnicities and genders. Whilst also being aware of your key demographic where necessary. Consider capturing versions of imagery/video both with and without talent in shot where relevant.

## Authenticity

Footage that is as un-staged as possible and natural often makes content feel more in the moment and authentic to the experience. It is important to try and give the audience a true sense of the experience through the content they're being shared i.e. eye contact down the lens might not give the audience an authentic feel; try capturing candid expressions between two or more people or a candid, in-the-moment reaction.

The audience looks to see themselves in talent and picture themselves in the experience or place you're promoting, so it's important to aim to make it as genuine as possible.



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