

Capturing 100% Pure New Zealand imagery

An image can hold a lot of power - we all know the adage, a picture is worth a thousand words. For a campaign like 100% Pure New Zealand, capturing quality imagery is crucial to communicating the essence of the brand.

Tourism New Zealand works closely with photographers, Regional Tourism Organisations and operators to capture spectacular images of New Zealand which align with the brand attributes we wish to highlight. This article provides some tips on capturing images that align to the 100% Pure New Zealand campaign.

What does an 'on-brand' image look like?

Research tells us that potential visitors know that New Zealand is beautiful - they now want to know what they can see and do here. As a result, we strive to capture images that show people's emotions as they experience the beauty and unique experiences of New Zealand in a breath-taking setting. Through this 'observational' approach, the viewer is absorbed in an authentic, uniquely New Zealand experience - a 100% Pure New Zealand experience. The photos have an engaging quality, which makes all scenes feel fresh, unrehearsed and most importantly, inviting.

Why create images aligned with 100% Pure New Zealand?

- Internationally we want to have a unified voice. By ensuring your images reflect a unique style while aligning with the 100% Pure New Zealand campaign, the same story is being told to our potential visitors.
- Tourism New Zealand must use 'on-brand' images at all times in campaign material but it is rare for campaign partners to have imagery that meets our style.
- Images can only be loaded into the Tourism New Zealand image library, for use by international media, if they align with our image style.



Handy tips

1. Imagery should never feel posed, unnatural, or fake - so always use people who are comfortable and confident in front of the camera - look through portfolios and try to use models that have worked in an outdoor environment and look natural in their portfolio images.

2. Make sure photographers have a comprehensive brief on the style of imagery required.

3. Choosing your location carefully is vital. Insights from our 100% Middle-earth advert showed that viewers responded positively because it showed them a side of New Zealand they didn't know existed. They've seen the bungy and the kayaks, so looking for the hidden gems that you know exist in your region is great for getting favourable reactions to your imagery.

4. The time of day is another thing to factor in when planning a shoot. Early morning light is always best. The sunset also works to your favour as the harsh light from the sun disappears.

5. Where ever you choose to do your photoshoot - make sure you add people in the mix. After all, potential visitors have asked the question - 'I know that New Zealand is beautiful, now show me what I can see and do there'. Highlight the experiences and let people picture themselves amongst it all.

If you would like further advice or have any questions on imagery then please contact Jaime Reid, Tourism New Zealand's Brand Specialist. Jaime.Reid@tnz.govt.nz.
For examples of Tourism New Zealand's 100% Pure New Zealand imagery visit the image library

<http://visuals.newzealand.com/>