



## Making the brand work for your business

### Photography and filming

A great photo will help tell your story. If you can provide a photo yourself – maybe there is a willing amateur in the family or in your organisation / group – then make the most of their talents and provide a photo or photos along with your communications. You don't need a fancy camera either – nowadays smart phones can produce great images for social media or other communications. Alternatively, invite a press photographer along to a 'set-up' photo opportunity with the relevant people in the relevant place. Quirky is good – but not if the subject matter is serious – obviously!

#### Top tips for great photos

- **Try something different.** Avoid the usual group shots of people standing together in a line. Get action shots or take the picture from an unusual angle.
- **Tell a story or highlight detail.** Think about what you want your photos to show – include context and wider setting or focus in on a detail that you want to showcase.
- **Think about where your subject fits in the frame.** Do you want them front and centre, or flush with the background? Do some quick research online about the 'rule of thirds' and 'leading lines' in photography.
- **Think about your background.** Keeping your background free of distractions can help you guide the eye to the main part of your photo. Is your horizon straight? Having the background off-kilter can also distract from the subject of your picture.

#### Top tips for great filming

- You might be lucky (or persuasive) enough to have caught the eye of the broadcast media. If so, you will need to cater for the needs of the camera operator who will want access to the right location and with the right people (if appropriate). So, make sure you think about this before contacting them or issuing your press release.
- You will need to know you have everything / everyone available on the day or at the time the broadcaster wants to visit. If this means access to a remote location, plan for this and be prepared.
- Broadcasters always write to pictures so if you can think about this in advance, it's just another way of building good relations with the media.

#### Free photos and films showcasing the Cairngorms National Park!

Help yourself to a fantastic selection of free to use images on [ResourceSpace](#) (using your log in) and [inspiring and informative films](#). Additional resources can also be found on partner websites [VisitCairngorms](#) and [VisitScotland](#).

**All we ask is that you credit the photographer.**