



2015 PHOTO SHOOT BRIEF

BRAND PROMISE

New Mexico True. Adventure that Feeds the Soul.

BRAND ESSENCE & POSITIONING

Adventure steeped in culture.

To “venturesome” travelers with an adventurous spirit and thirst for authenticity, New Mexico is the destination that feeds the soul because it offers adventures steeped in a rich culture.

CREATIVE DIRECTION:

Capture images that strike a potential visitor on an emotional level AND will inspire them to say “I want to do that!” or “I want to go there” or “I didn’t know you could do this in New Mexico!”

Important consideration:

These images will be used for advertising purposes, they need space for clear text without cluttered background (extra sky in shot, water, stuccoed wall, any solid color area)

CREATIVE MANDATES:

- 1) AUTHENTICITY
- 2) HUMANITY
- 3) UNIQUELY NEW MEXICO

1) AUTHENTICITY

Images should capture authentic “moments” – never look posed or staged.

- Direct talent (models) to appear natural and relaxed in the setting.
- Capture actions that are real and authentic as the talent emotionally interacts at celebrations or events with artisans, vendors, performers, family.
- Capture actions that will evoke emotion in a potential visitor... “I want to do that!”

New Mexico’s authenticity is found in the richness of history, culture, land, and light.

- History and culture: people, architecture, food, art, dance ...
- Land: signature landscapes and landmarks ...
- Light: golden adobe, sunsets, light streams, vivid blue skies ...

Photography should capture New Mexico’s authenticity through the eyes of the adventurous (visitors to NM).

NOT:

- Posed or staged or simply staring or pointing toward an object.
- All interactions must be activities that any visitor may experience. Not in a restricted area or private location.



CREATIVE MANDATES (CONTINUED)

- 1) AUTHENTICITY
- 2) HUMANITY
- 3) UNIQUELY NEW MEXICO

2) HUMANITY

Every shot should include some form of humanity interacting with something/someone in the context of the event.

Goals:

- To capture unique, authentic personal “moments,” NOT expanses of crowds.
- “Hero images” from the perspective of the visitor
- 1st person view showing only a hand touching an object with an engaging backdrop in the context of the event is also a possibility.

Talent/Subjects:

- Ideal subjects are fit, youthful and natural.
 - See talent references – Mom and child at Buckhorn, Maddie in balloon image
- Ideally, 50% or greater of adult subjects should be women 18-44
- Ideal age target for kids 6-12
- Consider the typical visitor to New Mexico when determining talent, not locals.

Wardrobe:

- Active adventure as it pertains to the action and/or event.
- Classy, simple, attractive. ex: jeans, button up shirts, summer dresses, simple/elegant jewelry.
- No graphic tees or obvious brand emblems.

3) UNIQUELY NEW MEXICO

Images should evoke a TRUE sense of place.

What makes this event unique to New Mexico and/or this town?

What is their “adventure steeped in culture”?

What ultimately differentiates them from other NM communities?

Look for opportunities to make an image uniquely New Mexican by capturing rich cultural cues such as:

- Architecture: hanging Ristras, adobe, coyote fencing, latillas, richly colored tiles or paints, etc.
- Cuisine: chile, pistachios, burritos, green chile cheeseburgers,
- Art/Décor: art, pottery, turquoise jewelry, chile ristras, rustic accents, furniture
- Culture:
 - Hispanic artisans, wood carvings, vigas, santeros
 - Native American, blankets, rugs, pottery, ruins
 - Low rider, cars, individuals
 - Cowboy, horses, rodeo, ranching
 - Artisans, paintings, pottery, glass, textiles
- Landscape: Sunset, cloud color, water, mountains, terrain
- **COLORS BEYOND BROWN**

