



S.E.A. VIEWS & NEWS: May 2007



Can't believe it's already issue 4 of our new newsletter! My, how time flies when you're having fun. This time we focus (geddit?) on camera accessories, and we explain why you should use a professional photographer instead of a photo library. Well, we would say that wouldn't we! Read on, and see what you think.

TAKE IT EASY

Useful accessories for your digital camera

Out of memory?

Often, the built-in memory provided with a new digital camera is quite small. You need a 1Gb SD memory card to hold around 265 high-resolution 7-megapixel images. The cost of memory cards has vastly reduced since digital photography was first introduced, and a 1Gb card can now cost less than £10. It's worth every penny!

Some day my prints will come!

It's all very well viewing your digital photos on screen, but sometimes you need to print them out. You can take your memory card to DIY photo printers in High Street shops, or you can invest in your own portable or desktop printer. Buying your own printer may seem quite affordable, but ounce for ounce, some refill inks cost more than gold! You have been warned.

Just in case

The camera case you need depends on what photography you are doing. Of course you can get a simple case to protect your camera from sand and seawater. Or you might choose something that doubles up as a backpack or handbag, to hold other things such as your mobile, money and keys. You can even invest in a specialist hard, padded case that will protect your equipment if it's thrown around in the hold of an aircraft. In this case (!), you can stand on it for a higher angle (and you can sit on it when you need a rest).

OH LOOK, IT'S A STOCK SHOT!

Why photo libraries are not necessarily a good thing

There are plenty of copyright-free photo libraries online, where you can source images at cheap or even no cost. But photo libraries offer a restricted selection, in a particular style, and often include many of the same pictures, each downloaded tens or even hundreds of times. So you might find another business uses the same image – maybe someone you don't want to be associated with, or even your biggest competitor.

Think it's unlikely? These are just a few of the stories we've heard:

- The same father-and-daughter picture was used by the Bank of America and Key Bank.
- An image of an anonymous student was used to promote loans by both JP Morgan and Chase & Co.
- A shot of a man in a beige shirt was used by both Visa and their arch rival, Mastercard
- Metlife (US company) used a photo of a middle-aged man in a striped shirt. But so did Pfizer when promoting Viagra
- Barclays Bank used an image of a girl on the phone and a man on a laptop, but so did a loan shark

Oops. These businesses thought they had saved money by using a library shot, but they ended up spending a lot more on reprinting all their marketing materials, not to mention the confusion that might have been caused around their brand identity.

People associate the visual image you present with you and your business. That's why you should commission a professional photographer (like us!) to provide you with unique pictures that reflect your own brand and personality.

STUDIO NEWS

What we've been up to lately

This month we have been mostly photographing socks! One of our clients is selling retro 1970s socks on his new website, so he needed pictures of them all. Who do you know who has an online or offline catalogue? Professional product shots will help them sell better, and we're just the people to help.

OVER TO YOU

What some of our satisfied customers say

"S.E.A. took pictures of products for my leaflet, and corporate photos of me and my staff for my website. It took a lot longer than I thought, because Simon took about 120 photos to make sure he got a really good one. He kept on until he got the right picture, then put them all on the computer for me to see. He was very professional although it was quite fun and he kept making

me laugh! I felt like I was working with someone who really knew what they were doing, and everybody has said how good the photographs are. I'd definitely use S.E.A. again."

Annette King, Kingswood Eco Cleaning

OFFER OF THE MONTH

FREE assessment of your current promotional pictures

Why not pick our brains about the image(s) you currently use to promote your business, and we'll let you know how they could be improved. Don't worry, we promise to be gentle!

This offer is valid until 31 May 2007.

To book your FREE assessment, please phone Charlotte on 020 8916 2399 and quote 'May newsletter offer'.

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