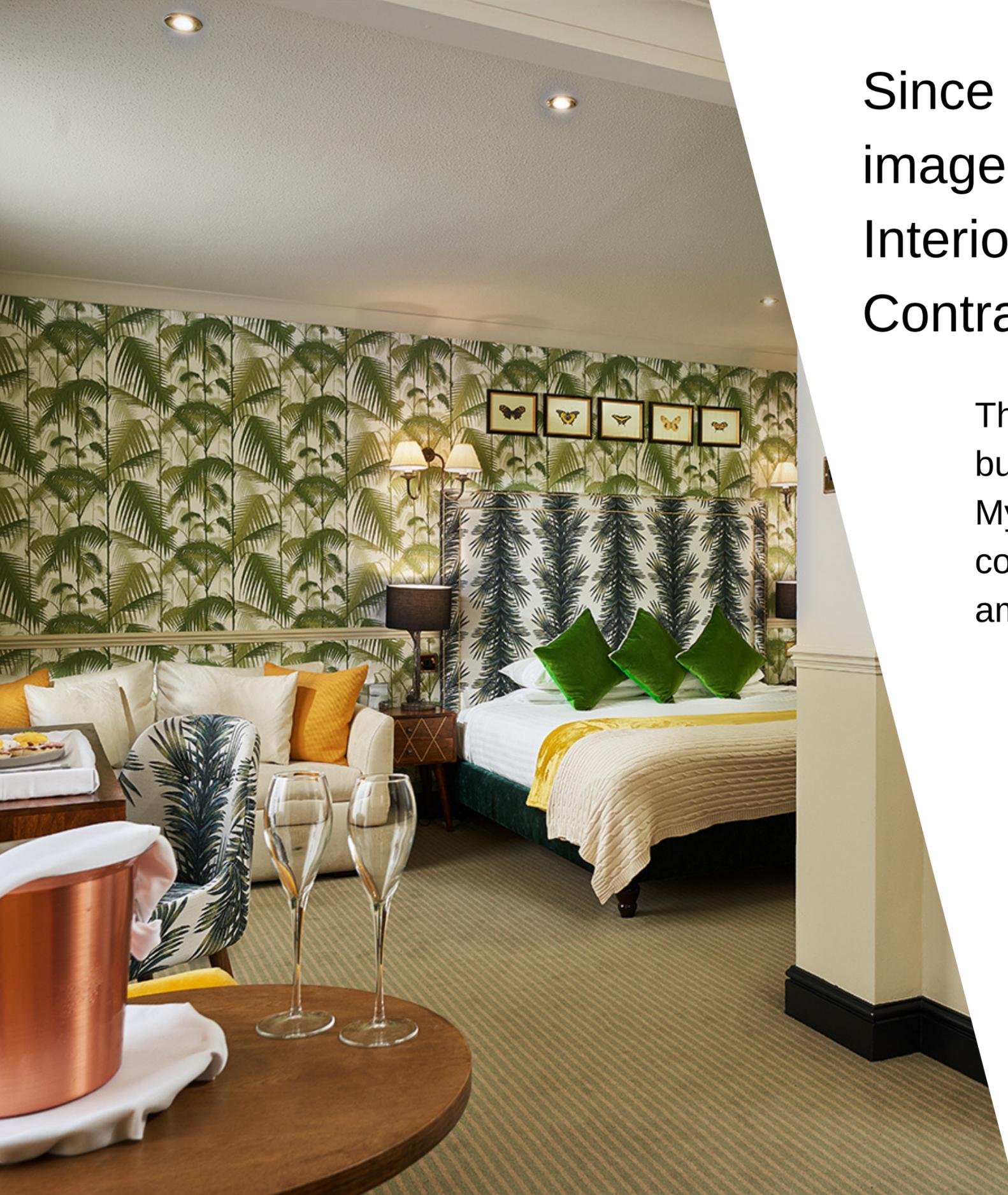




# Brochure and Price List Summer 2020

**JW** JOHN WILMANS  
PHOTOGRAPHY



Since 2015, I have been delivering high quality imagery to Hotels, Architects, Restaurants, Spa's, Interior Designers, Resorts and Main Building Contractors.

This follows many years of working in the building industry as a building site manager.

My unique style of photography, based upon storytelling composition, beautiful lighting and highly polished editing means I am trusted by a number of hospitality and architectural clients.

Add to this, the fact that I take the time and effort to get to intimately know your business prior to the shoot, means you get photographic assets that don't just look good, they are designed to help make you money.

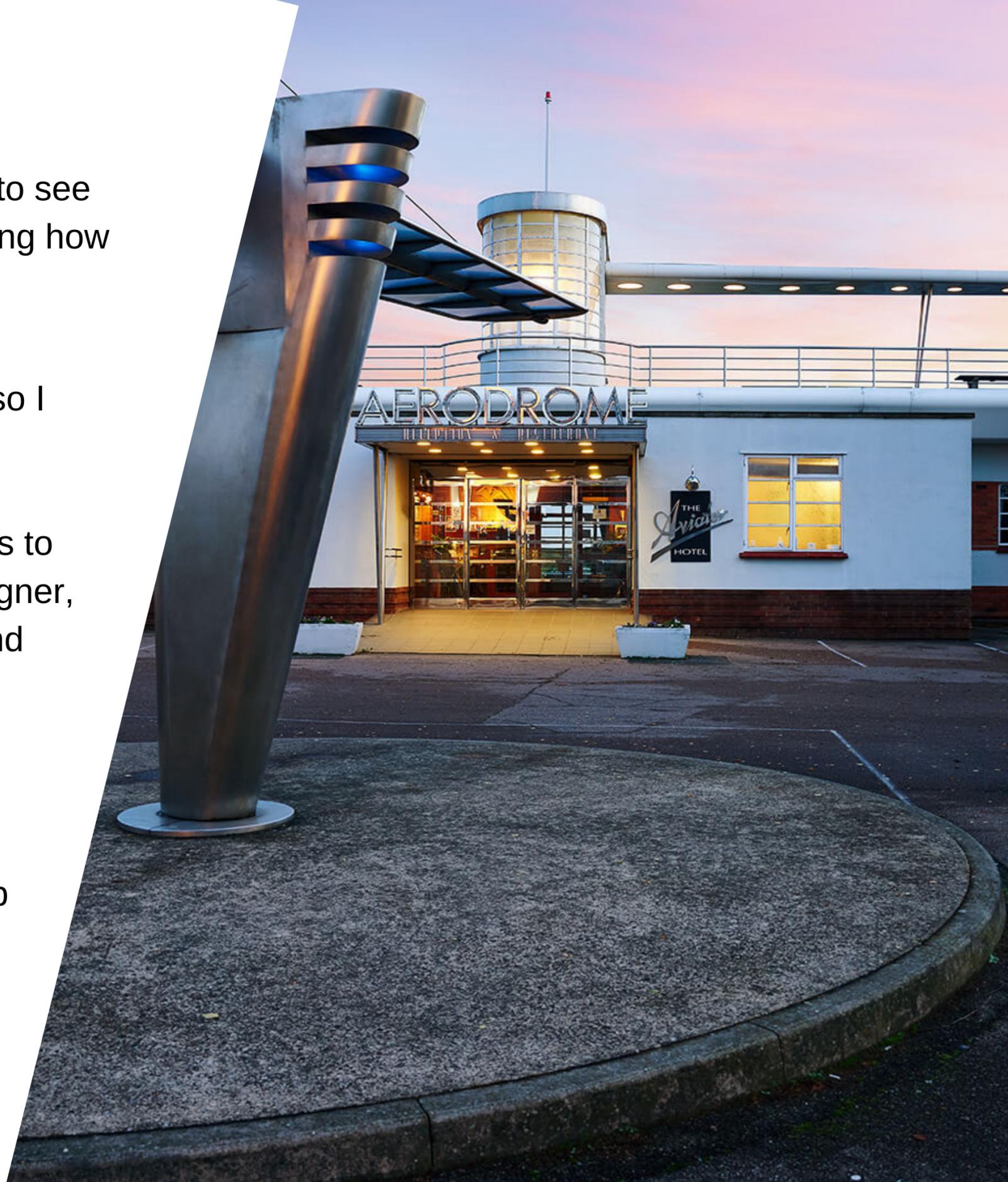
# Architectural and Interiors Photography

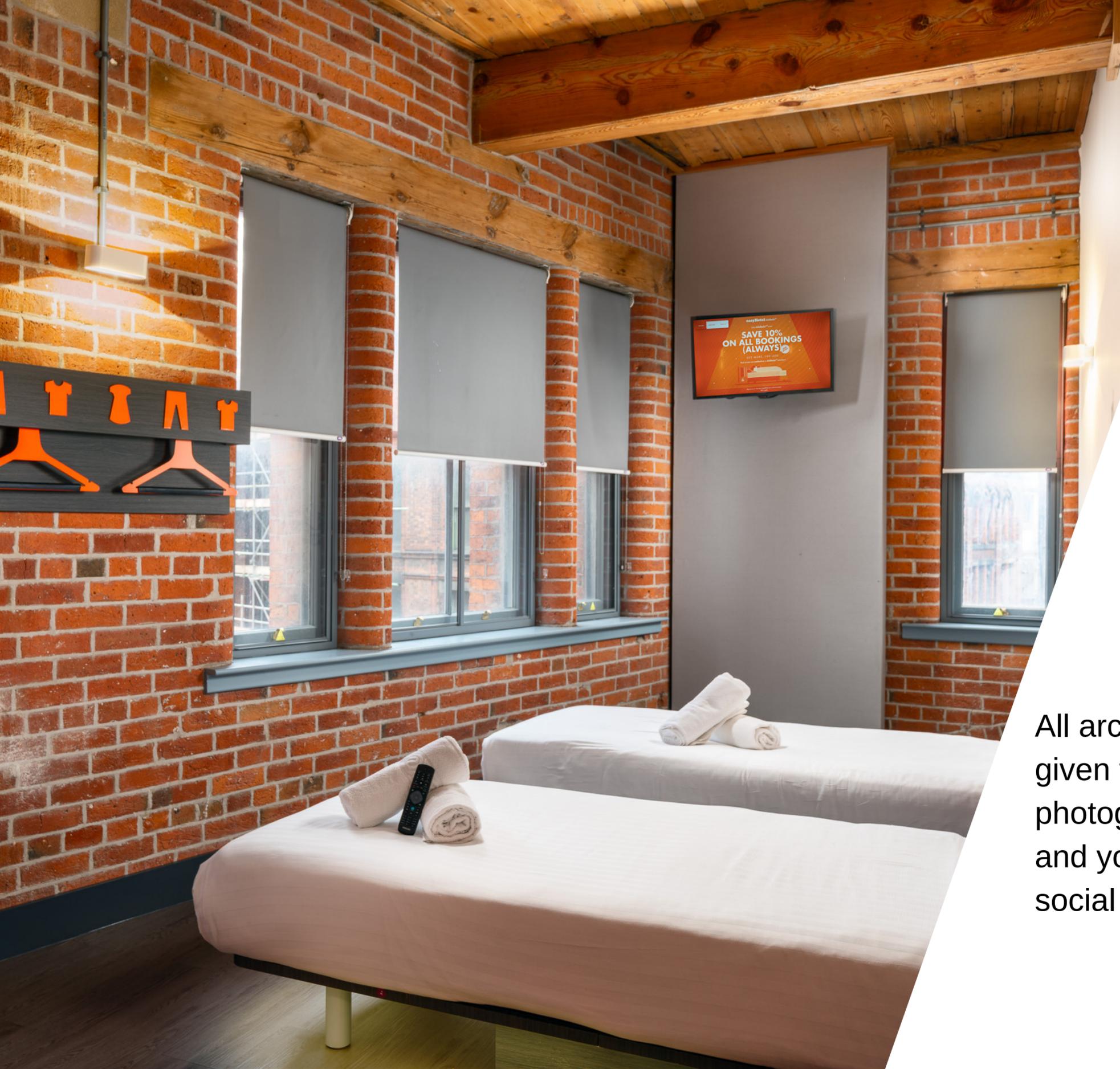
Since most people don't have the luxury of travelling the world to see Architecture first hand, photography plays a major role in defining how we come to know it.

The Construction Industry is a tough game. I spent years in it, so I know how important gaining any edge is this cutthroat industry.

Using exceptional photography is one of the absolute best ways to get your work seen and known. As an Architect or Interior Designer, this will allow you to post top quality images to your web site and Social Media to help you land more high quality leads.

My approach to Architectural Photography is as a Commercial, advertising photographer. This means all the images are shot using advanced compositional, story-telling techniques, superb lighting, including accent lighting to draw the eye around the image and highly edited post processing techniques to ensure any blemishes or distractions are removed and colours are accurately rendered.





From Schools to Shopping malls. From Luxury houses to Office blocks to fuel stations. From High Rise buildings to subterranean constructions, you need to document these for your marketing needs.

My architectural photography services include the full range of site works from digging the footings, through the build, first and second fix, all the way to handover and beyond. Giving you a fully documented record that can be used to audit the build or as a gift to your clients or trades.

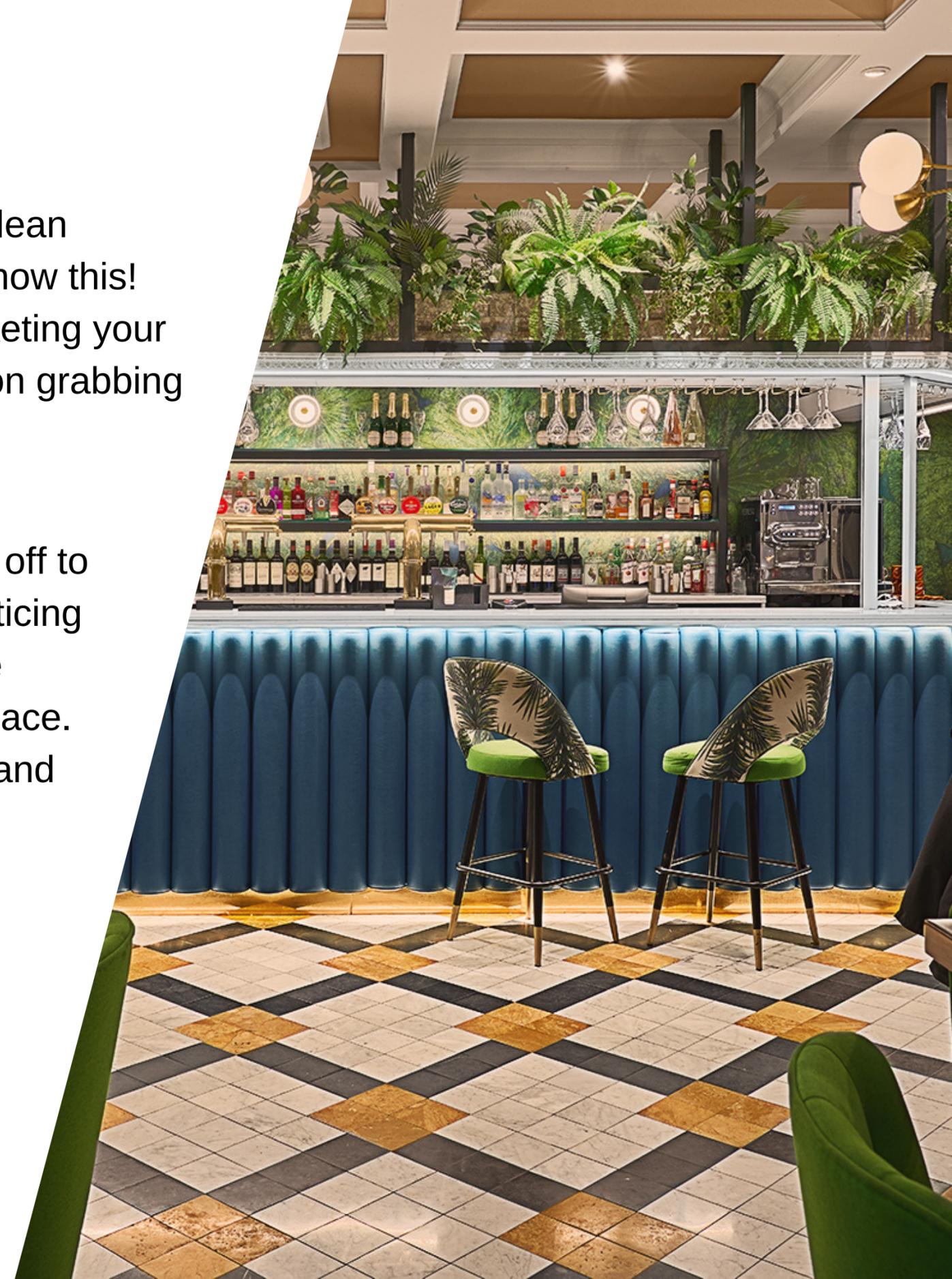
All architectural and Interior Photography projects are given the same care and attention as my hospitality photography. The results will speak for themselves and you will get numerous stunning assets to use on social media, email marketing or your website.

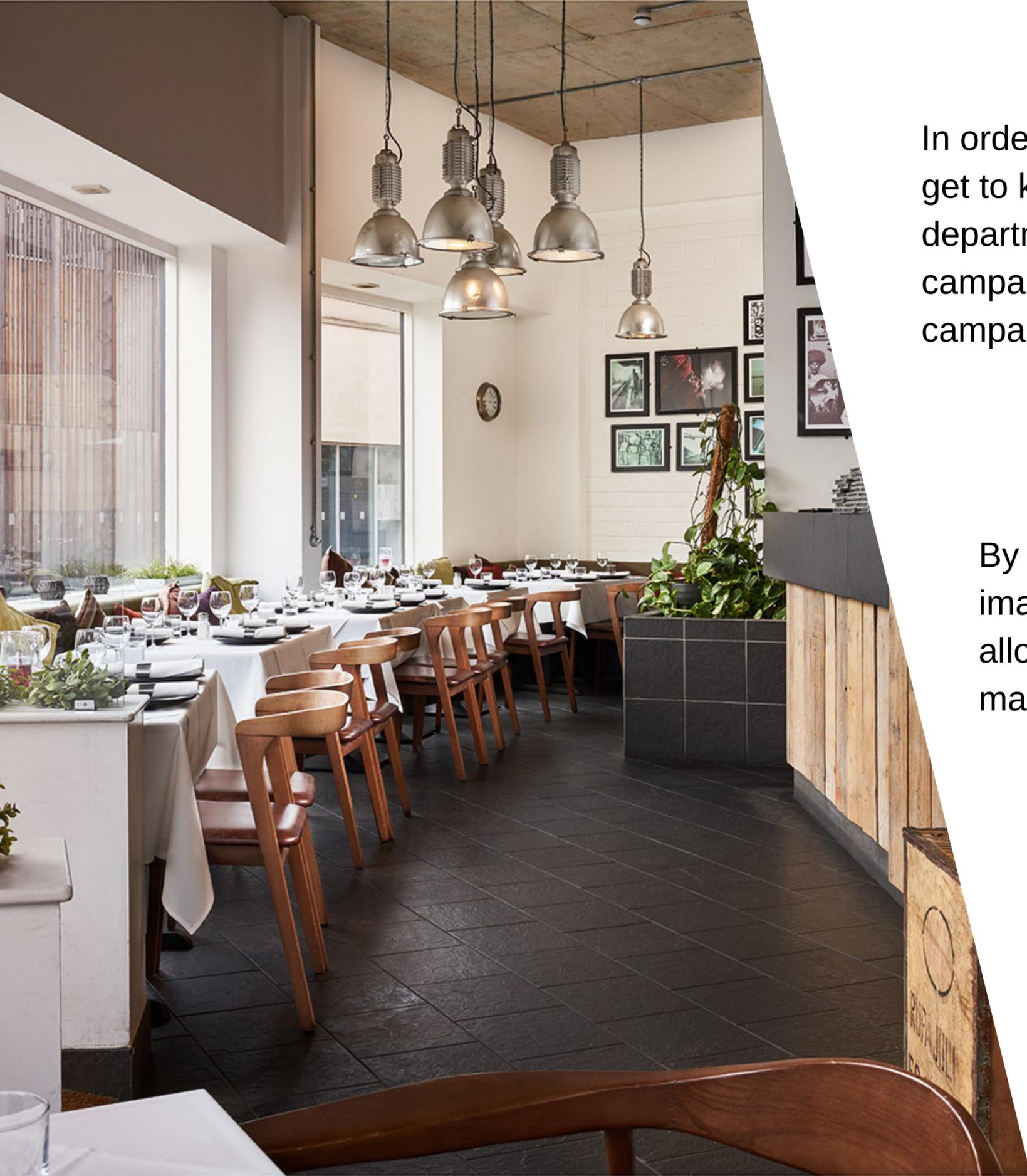
# Hospitality Photography

You have a stunning property with views for days, fantastic food, brilliant clean facilities and staff who love their job and guests. You need to let people know this! By directly engaging them on Social Media, Email and other forms of marketing you can get your message out there. But for this you need high quality, attention grabbing images that grab their attention and get them to stop scrolling.

Hotel and Hospitality Photography is an incredibly tricky, niche market for photographers. Not only must we be able to show you rooms and facilities off to the best of their potential, you also have food on site that needs to look enticing and mouthwatering. Then what use is an empty pool? So we need lifestyle photography that makes your prospective guests see themselves in the space. Then on top of that, your public wants to know YOU! Queue in headshots and environmental portraits.

Hospitality photography, more so even than Architectural photography needs to be incredibly high quality. Using story-telling composition tricks, advanced lighting techniques to build the mood and a phenomenal amount of post processing I iron out excess creases from beds, light or tone colours, remove blemishes and add some extra pizzazz to your images. This turns them from pretty pictures into assets that work for you and earn you money.





In order to ensure I create images that will make you money, I need to get to know your business. So I will spend time with your marketing department to get to know what your marketing plan is, what campaigns or specials you have coming up. How your seasonal campaigns are shaping up and how your ideal guest looks and acts.

By knowing as much as I can about your premises, I can create images that will enhance all your marketing requirements, allowing you to hit your target market accurately. Helping you to market directly and beat the OTA's.



## Food Photography

On top of photographing your spaces, you should also showcase your food and people. High quality menu and food photography will help your guests plan their culinary trips. I will work with your kitchen staff and, if required a food stylist to ensure the menu pages of your site get the juices flowing.

## People Photography

More and more, people want to know YOU. As a brand. And what better way to do this than to showcase your staff? With a mixture of headshots, portraits and Environmental Portraits, you can tell more of your story. Tell the story of your premises by telling guests about the people who will be looking after them. More and more, people stories drive engagement on Social Media.



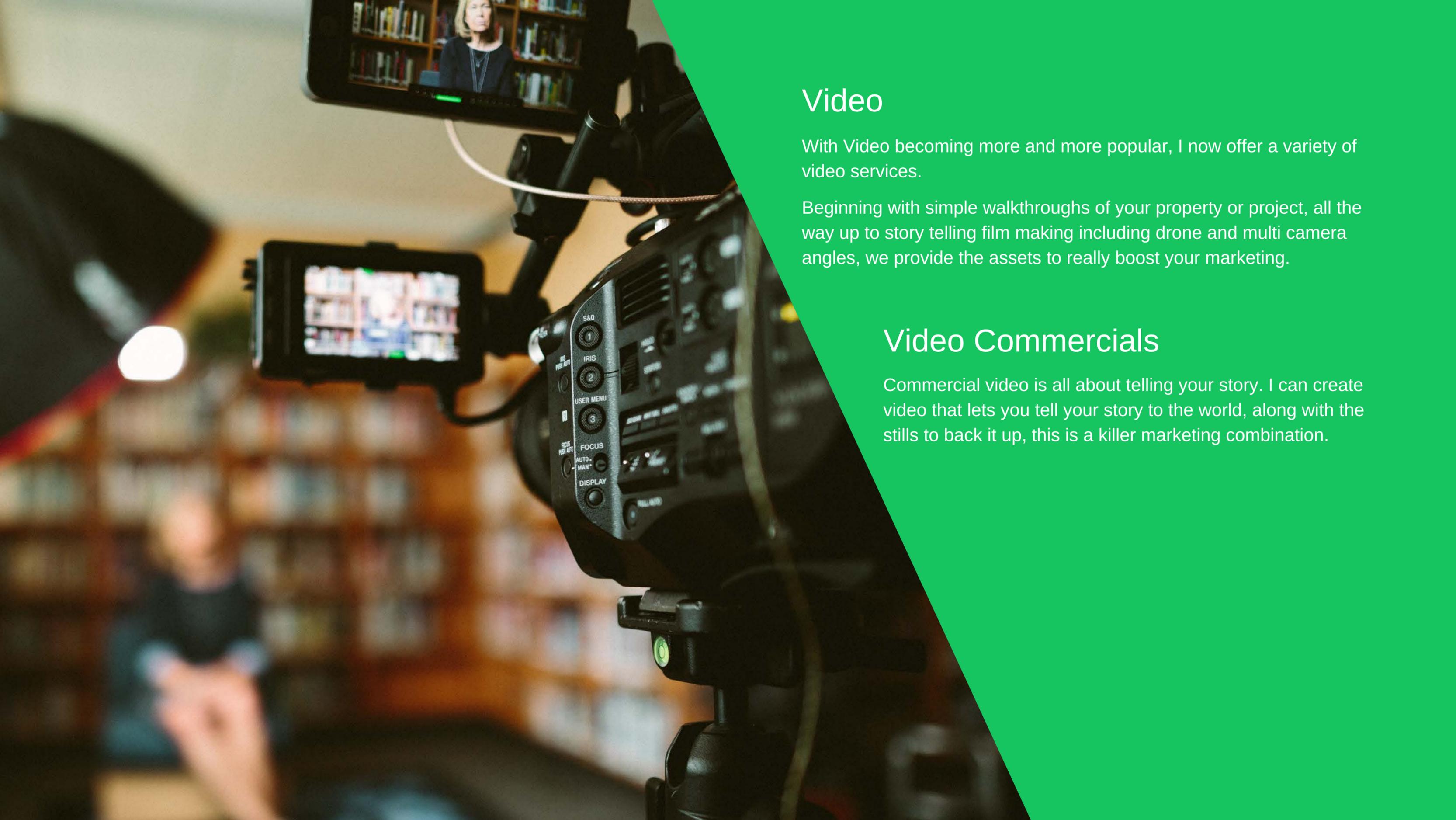
The background of the slide is a collage of two images. On the left, a woman is lying on her back, receiving a massage from a person whose hands are visible on her back. On the right, a young man and woman are sitting at the edge of a swimming pool, smiling and looking towards the right. The woman is wearing a blue bikini top. A large green diagonal shape is overlaid on the left side of the image, containing the text.

## Lifestyle Photography

What good is a hotel with no one in it? The same is true of hotel photography. But creating lifestyle images, you allow prospective guests to put themselves into the space you are showing off. By using models that mirror your ideal client you can make it easier for them to imagine themselves there. Making your job of filling beds easier too.

## The Local Environment

Guests visit you not only for your fantastic rooms, mouthwatering food and relaxing spa treatments. They will leave site. So use images of the local environment and your vicinity to them to entice them to stay with you.



## Video

With Video becoming more and more popular, I now offer a variety of video services.

Beginning with simple walkthroughs of your property or project, all the way up to story telling film making including drone and multi camera angles, we provide the assets to really boost your marketing.

## Video Commercials

Commercial video is all about telling your story. I can create video that lets you tell your story to the world, along with the stills to back it up, this is a killer marketing combination.

# Marketing Services for Interior Designers, Architects and the Hospitality Industry

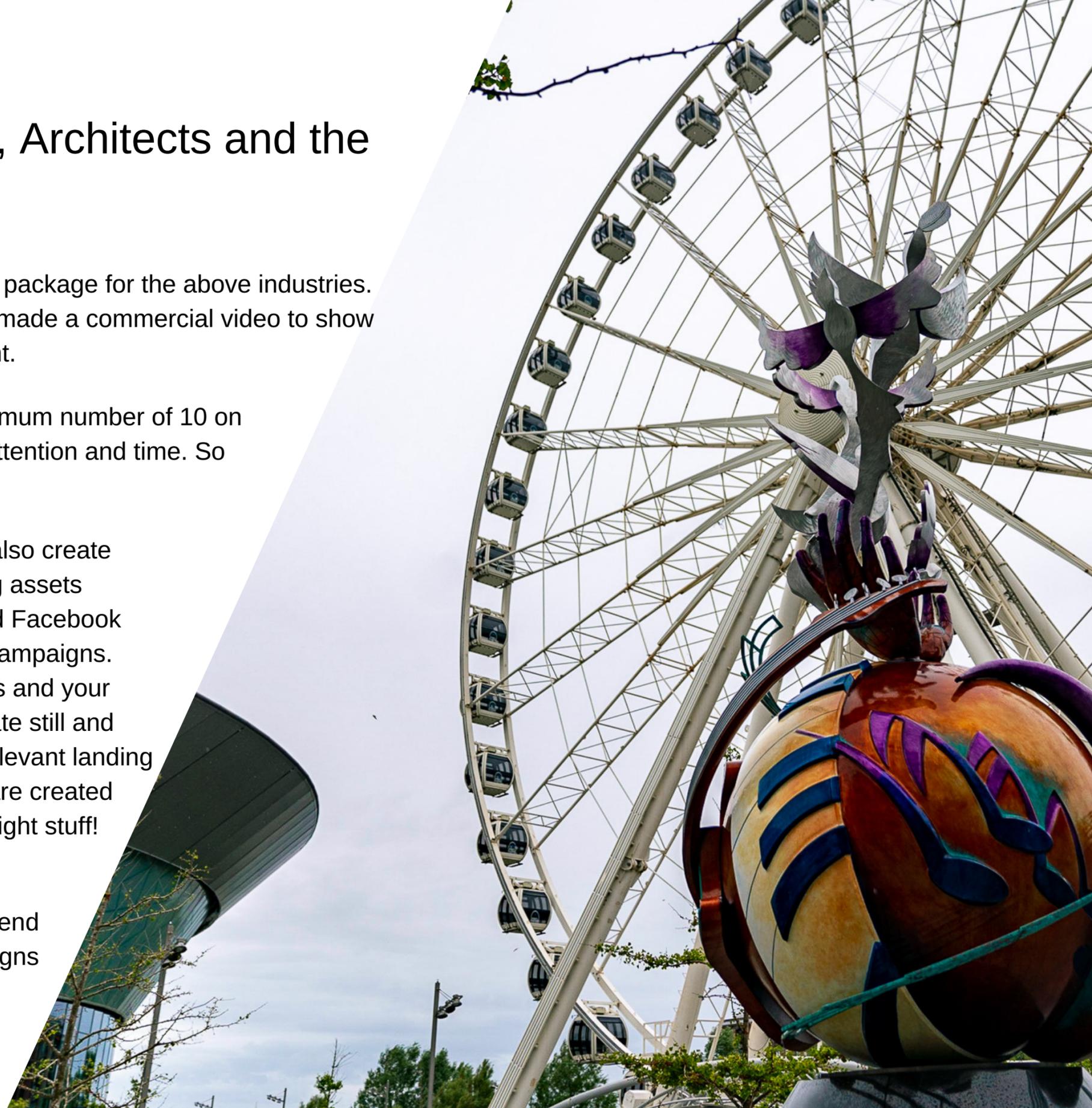
Now we have arrived at the meat of my services. My full spec marketing package for the above industries. Once you had had a photographer in to capture the stills, and you have made a commercial video to show off your work. What happens next? Well, let me help you out on that front.

I only work with a small number of clients at any one time. I have a maximum number of 10 on my books at a time. This is to ensure I can give each project my FULL attention and time. So what is it and how does it work?

I create still and video assets of your property, project, restaurant etc. I also create video walkthroughs, commercial videos, interviews and other advertising assets required. But it does not stop there. Being Google Adwords Certified and Facebook Blueprint Certified, I am able to build and run your Pay Per Click ad campaigns.

Prior to any shooting taking place, we discuss your goals, your business and your clients. We decide what you want from your campaign. I go out and create still and video assets to work with your goals. Once all the assets are created, relevant landing pages are created and Google, Facebook and Instagram ad campaigns are created using the footage created for the campaign. No more hoping this is the right stuff!

This is backed up with Blog posts and Email marketing campaigns, all designed with your end goal in mind. You decide on your monthly Ad-spend and the cost of creating the assets, building and monitoring your campaigns are spread out over the life of each campaign. Improving your month to month cashflow.





## The Process

- Get in Touch

Email me. Call me. Message me. All contact details can be found at the end of this document.

- Schedule a FREE Consultation

I will get to know a little about you and what you require. This is not the in depth site visit/consultation.

- Receive Estimate

This will let you know the price and scope of work as I understand it. Feel free to alter and change things according to your budget and needs. It is not cast in stone.

- Authorise Estimate. Sign Contract. Pay Deposit.

- Site Visit if agreed

I will travel to and spend the day with you and your marketing team to come up with a plan of action and schedule of works. Any extra work will be agreed and signed off on prior to starting on set.



- Shooting

This is the time spent on property. I will stage, light and shoot everything as agreed. You may work as closely with me as you desire including being on set with me for the entire shoot. Or not. Whichever works best for you.

- Post Processing

This is essential, but under appreciated and takes approximately 3 times as long as being on site. During the post processing stage I adjust exposure, colours and lighting. I remove blemishes and distractions and add color toning based on your brand and feel. This is an arduous, time consuming part of the project and I do not subcontract this out to retouchers. This enables me to ensure top, consistent quality.

- First proofing round

In order to ensure your total satisfaction, I send you low res copies of the completed images. If you pick up any issues I have missed I will go through a further round of editing.



- Second Proofing round.

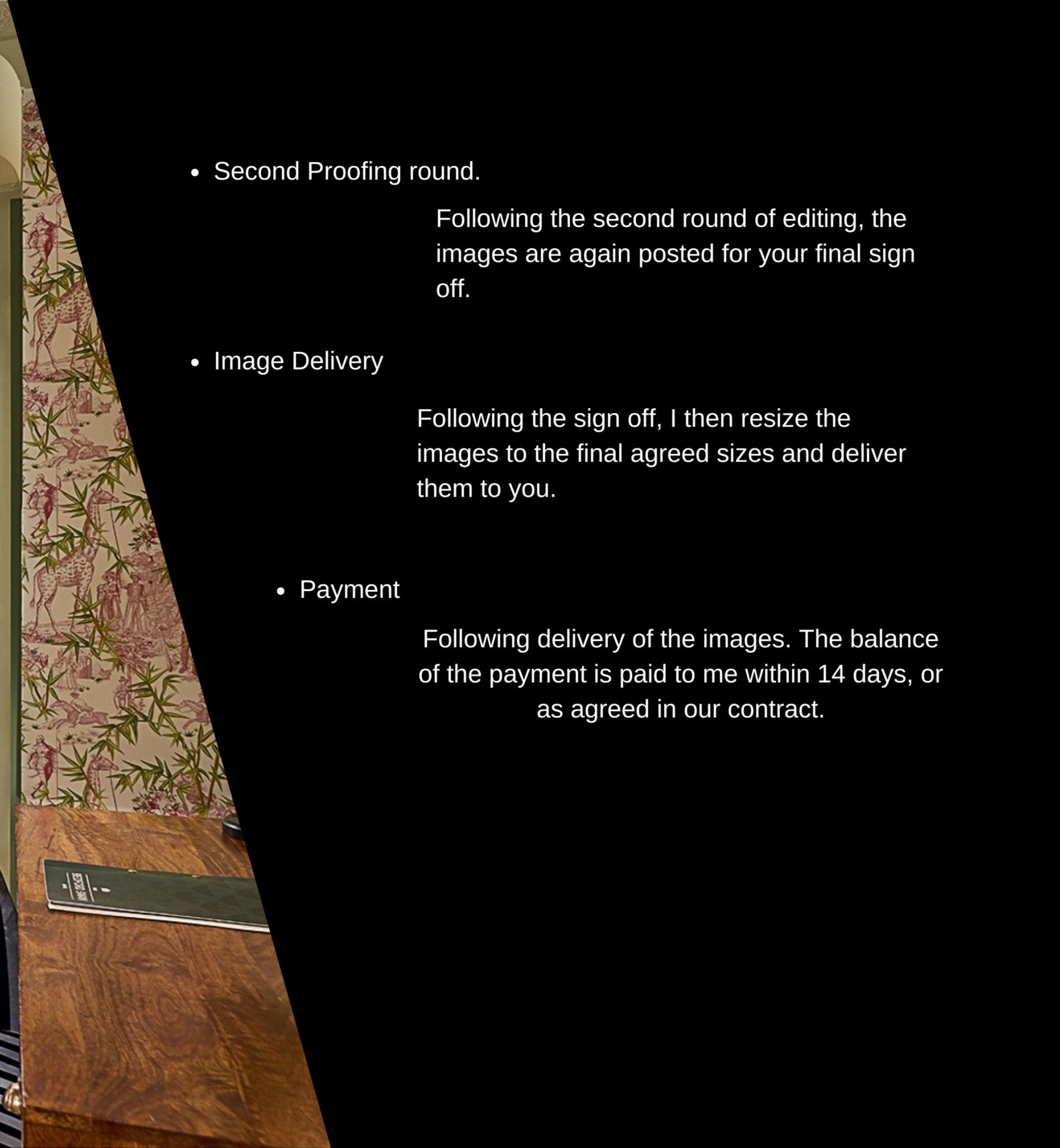
Following the second round of editing, the images are again posted for your final sign off.

- Image Delivery

Following the sign off, I then resize the images to the final agreed sizes and deliver them to you.

- Payment

Following delivery of the images. The balance of the payment is paid to me within 14 days, or as agreed in our contract.



# Pricing

For me, each and every project is bespoke. And so pricing should be too. Often, based on a mixture of my on site and post processing time, expenses, final worth of the images and licensing gives me my final price for you.

An image being used just for your website will be less than an image being used in an international advertising campaign. The worth of the image is much more in the second example.

Further, an image designed to be simply used for a Christmas campaign will be worth less than one designed to be used for 5 years.

That being said, I have had a lot of people ask for a "ball park figure". You will receive that in the following pages.



# Hospitality Photography

Hospitality photography is incredibly hard to price. It depends on where your hotel is, what type of photographs you need, whether I need to supply props, styling, models, vehicles, etc. It will also depend on usage. But as an idea for you:

**Taster:** £500: 6-8 Photo's. Optimised for Web Use

**One Day:** £1000: 25 Photo's. Up to 10 Rooms, 15 Food/Headshot/Lifestyle/Vignette/External Sunset. A full day is up to 16 hours of shooting, at hours when some areas are unoccupied. This may mean shooting at 3am if necessary.

**Three Day:** £3000. 104 Photo's. Enough to post twice a week on Social. All images optimised for Facebook, Instagram and LinkedIn, Website and Full isze print. 6 Facebook and 6 LinkedIn Banners. Mixture of Rooms, Headshots, Food, Lifestyle, Vignettes, Environmental Portraits. Able to do multiple sites. A full day is up to 16 hours of shooting, at hours when some areas are unoccupied. This may mean shooting at 3am if necessary.

**Five Day:** £5000: 365 images. A Full year of posting. All images optimised for Facebook, Instagram and LinkedIn, Website and Full isze print. 12 Facebook and 12 LinkedIn Banners. Mixture of Rooms, Headshots, Food, Lifestyle, Vignettes, Environmental Portraits.45-60 Second Slideshow Multiple sites. A full day is up to 16 hours of shooting, at hours when some areas are unoccupied. This may mean shooting at 3am if necessary

Video and other optional extra's are additional to the above costs.

## Architectural & Interiors Photography

Like hospitality photography, a lot depends on usage. As an estimate, allow for £500-£750 for a day on site, including post processing. Price will depend on shot list discussed via email.

## Industrial Photography

Photography for organisations brochures, advertising or memo's. This type of photography is specifically designed to show case the companies staff and work.  
£150 per hour.  
£350 for 3 hours.  
£550 for 6 hours.

## Headshots & Environmental Portraits

£225 for first hour (includes 1 hour to set up and break down equipment) Includes up to 20 digital images. Prints available via suppliers. All additional hours at £75. As many people can be shot as needed time allowing.

## Product Photography

**Basic:** £99 per product. 3 Photo's on a pure white background. High Resolution. Instant Online Delivery.

**Standard:** £169 per product. 6 Photo's on a pure white background. High Resolution. Instant Online Delivery. Transparencies. 1 Cover shot included

**Premium:** £199 per product. 10 Photo's on a pure white background. High Resolution. Instant Online Delivery. Transparencies. 1 Cover shot included. 2 Mini Lifestyle photos.

**Ultimate:** £499 per product. 13 Photo's on a pure white background. High Resolution. Instant Online Delivery. Transparencies. 1 Cover shot included. 2 Mini Lifestyle photos. Professional Product video.

## Food Photography

£150 per hour

£350 for 3 hours

£550 for 6 hours

If you own a restaurant, you may be interested in our hospitality packages.

## Video

Video is generally a bespoke price based on your needs. As a rough estimate, please work on the following figures:

£250 for a completed 60 second basic walkthrough video.

£500 for a completed 90-120 second walkthrough video.

£750 for a completed up to 180 second video with transitions and multi camera angles.

All video offerings may be able to be discounted if ordered as part of one of the still packages.

## PPC Marketing Services

The BEST way to get yourself noticed.

My PPC services are totally bespoke to your business due to the labour requirements needed. I add my shooting fee, project management hourly rate and campaign creation fee together and divide that by 12 for a zero percent interest payment scheme. You will need to add your AdSpend to the figure.

Most of my clients tend to go with a £1000 per month fee, including creation of assets and running of the campaign. this will be broken down to:

£3300 creation of assets

£500 set up of each campaign (£1500)

£600 per month management fee (£7200)

Thank you for your time in looking through this brochure. Should you have any questions, please don't hesitate to get in touch with me.

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