

## **Introduction**

Technology has irreversibly changed the dynamics of professional photography. The old order of doing business has also changed with this paradigm shift. This has become particularly evident in the last several years across many related business sectors, where there is a strong reliance upon dynamic imagery. This includes the growth of business service firms representing the latest stage in a continuing twentieth century process of technological and organizational restructuring of marketing and media campaigns for their brands and services. Among these the financial, retail, healthcare and hospitality sectors feature heavily in the aforementioned group where image is vital in presenting their global services. During the middle to late 1990's the birth of stock libraries and subsequent offering of royalty free images was to represent a major downturn for photographers engaged in conventional assignment work. This in turn created a negative affect where firms searching for innovative and creative photography faced shrinking budgets and a failing appetite to utilize original photography in campaigns. A transitory move to illustration was to become a false economy and ultimately upset campaign themes during this period. In the months preceding September 2001 greater efforts were underway to counter the limited options of stock imagery, revitalizing once again the traditional assignment photography model. Impact on business confidence however in the years following the events of 2001 effectively stalled these efforts and the stock agency model won through.

During recent years many organizations have re-evaluated and redesigned procurement of imagery to ensure that they reflect their current environment and strategies. However, increasingly the environment in which organizations

compete is dynamic and rapidly changing, requiring constant modification of those strategies and operations to reflect these changing circumstances. In achieving this, stock libraries have become a common source for selection and procurement of photography images. In meeting this demand, traditional and digital stock libraries have reached saturation with millions of images across broad ranges of titles.

Despite this strategy and ample provision of marketing imagery, few organizations appear to have systematic processes in place to ensure that their imagery continues to reflect their environment, services and strategies. Furthermore, corporate demand for tailored imagery has outgrown the stock market, which has in turn failed to provide custom imagery for carefully branded campaigns. In this respect, a steady decline in corporate confidence has been clearly seen particularly with ever climbing usage fees across the main stock libraries.

This position has influenced and provided incentive to organizations to effectively build their own libraries, serviced by an organization possessing the capability to clearly understand their needs and services; translating these into a well-organized and strategic library from which multiple campaigns across several in-house brands can be serviced.

**“Our Company presents solutions and investigates what actions organizations can take to ensure that their imagery and brand continue to evolve and remain current over time.”**

### **Corporate Library Solutions**

“The Smart Choice for structuring custom image needs”

Dana Hursey Photography intends to become a leading supplier of Proprietary Corporate Images for internal Management Solutions. DHP provides products and services that enable the production of motion projects, photography and comprehensive production services. DHP is uniquely positioned to service a broad range of clientele as an established expert specializing In Lifestyle, Still Life, Product and Corporate photography.

Corporate Image Libraries provide a persistent bank of images for identity and various media content and are used to enhance the companies brand and services as well as supporting other media rights management applications. Corporate Libraries provide brand-enhancing solutions for corporations and medium sized firms.

**“Central to our success is becoming a trusted partner and supplier to the corporate clients we serve.”**

The Corporate Image Libraries we create enable those clients to effectively identify, track, manage and protect their image content for use in a multitude of media applications; all of this with control and security. Effectively insuring against multiple image use across similar market sectors and industry competitors.

This strategy offers an innovative alternative to conventional stock and will undoubtedly provide more effective control over budgets and profitability.

Offering Broad Range of Usage

Available Across Company Wide Products & Services

Brand-Wide Usage

Defined Licensing offering Peace of Mind

Exclusive & Proprietary Imagery

We work creatively and collaboratively to enhance the services and products offered by our clients, ensuring that the end customer relates succinctly to its services and methodology.

**“Our photography enables trusted relationships between provider and customer through unique themes, where customers are encouraged by their own special position within the providers environment”**

## **Our support**

Before we establish the way forward in terms of photography, our commitment and support ensures that your business has the means and vision to build and enhance its internal library. As a business, which today may not carry its own corporate photo library, the process of conversion from existing methods of procurement can appear a complex one. Indeed, it requires planning and preparation to ensure that all service brands and associated themes including existing campaigns are effectively converted, to the correct photography model, within a pre-determined timeframe: and all this as cost effectively as possible. The experience gained in this area within our organizations means that we have a clear understanding of the process required, and are developing some methods to help in making the project as simple and straightforward as possible.

Analysis of Client's Industry Sector

Understanding the Brand to ensure all aspects of business are reflected in intelligent and innovative imagery

Evaluation of image development – share value\*

Share value – through assessment of services and products, establish the proportion between lifestyle (people) & commercial photographs.

Commercial photography in this context covering but not limited to a wide gamut of styles. Product, Still Life, Facilities (Architecture), Industrial. Note: traditional proportion in the region of 75/25 respectively.

Set total Library image count through analysis of media needs, timeline and customer demographic. Also taking into account available fiscal year budgets ensuring that regular updating of images can be comfortably undertaken.

Budgetary analysis and forecast.

Evaluation of regular updates and proper maintenance based upon areas dictated by business data and influencing factors such as developing technology and customer loyalty.

## **Our strategy**

We recently announced a refined strategy to focus on what we do best: supporting comprehensive internal corporate image libraries with excellent photography and image management advice. This refined strategy is focused and decisive; we believe it contains the application of significant experience in photography and image/branding analysis and is based on our core strength.

**Our objective is to achieve the best internal image library for our clients and profitable growth over time to stay ahead of changing services and branding.**

Three key elements guide the way forward:

Establish strategy for our clients and understand services offered and corporate mission/ social responsibility policy.

Support budget outline and tailor image library around any restraints ensuring images are dedicated to important themes and brands.

Focus on our core capability: Establish and maintain a balanced corporate library of images, supporting our clients with creative and focused images, designed to inspire and improve their customers. Plan for regular updates to core imagery maintaining fresh and focused approach according to their needs and the needs of their audience through ongoing evaluation of customers buying habits.

## Applying the Library Model to service sector companies

Our strategy has focused on achieving critical success and ease of image procurement in four main industry sectors. In all these service industries customer satisfaction is the ultimate goal. It is essential to reflect this need in imagery with emphasis on customer expectations. The main areas we service are:

Financial Sector

Healthcare

Hospitality

Retail

Our services depend upon and are precisely tailored to each client's needs in the following areas:

Understanding client's corporate services

Viewing those services from the end customer's standpoint

Creating appealing and immediately thought provoking images, evoking response from end customers, ensuring there mental and physical connection to the branding, lifestyle and services offered by the company are successful.

The Corporate Image Library or Internal Communications Library has a simple but effective structure that we recommend in holding imagery.

Locations – Branches & Corporate Offices

Departments - Divisions

General – Generic

Historical – Defining the Company Roots.

People – Lifestyle & Job Responsibility

Product – Product, Still Life, Graphic Images

Services – Merchandise and/or Professional

Branding – Iconic

Company Methodology (Corporate Social Responsibility & Mission)

Facilities – Architectural & Industrial

These sections should include sub-sections:

Images from recent photo shoots in chronological order

Collection of images broken down into sub-branding areas and service areas

Collection of historical images from prior acquisitions or partnerships.

We look forward to supporting you with the best imagery tailored precisely to your business profile and services offered. Photography that is inventive, inspiring and attractive to end customer's looking for signs of connection with the company and products/services they seek. Our combined experience ensures that internal corporate libraries are efficient, long lasting and profitable.

To discuss your library needs or request an estimate call or e-mail us NOW!

626 345 9996

[info@corporateimagelibraries.com](mailto:info@corporateimagelibraries.com)