

PRACTICAL GUIDELINES FOR DESCRIPTIVE PHOTOSHOOTS

Scandic's descriptive images must be informative and give concrete and practical information on their subjects, such as "This is what our rooms look like" or "This is what our city looks like", but should still communicate the experience it is to stay with us. Our product is often a lot better than the general perception of it, the describing images of our hotels is our opportunity to tell our target audience about how great they actually are. ★ Photos of rooms and meeting rooms should be taken using natural daylight. Restaurant and bar images can be taken in evening light to add a cosy feeling, if possible. For the facade images, either day- or evening light can be used to create a nice atmosphere, while still being able to recognise the hotel well when arriving.

Things to arrange before the photo shoot takes place:

1. Plan which rooms are to be photographed and book them so that they are vacant and ensure that they are well cleaned (including clean windows).
2. Take care that the conference rooms are well cleaned and that the curtains are arranged nicely and so forth.
3. Think about what is unique for this hotel in particular. Are there any details/special feature that you would like to have photographed?
4. Plan how to add human presence without having actual people in the images. Do not over-decorate but add. See "How to add human presence" section.
5. Also plan where it could be suitable to arrange small still life features/close ups to add emotion to the mix of images. We want a mix of describing images and more emotional still life settings/close ups that bring our product to life and makes it feel inspiring. See "How to add emotion through the addition of close ups and still life images" section.
6. Do not add "unnatural" features, if it is not typical to have flowers in the reception then don't put them there now.

Have in mind:

Scandic should have all rights for all images. The images should be delivered in high resolution, 300 dpi, but maximum 15 Mb. To add the images to Scandic Brand Library, send a submission form and the images, by Spreed or on a USB stick: brandlibrary@scandichotels.com or Scandic
Josefine Wekell
Box 6197
102 33 Stockholm

If you have any questions please contact:

brandlibrary@scandichotels.com

Checklist:

- Façade
- Entrance
- Lobby
- Reception
- All room categories
- ★ Please note that it is important that all room categories are captured, to be able to sell the hotel well online.
- ★ For larger rooms, such as family rooms and suites, try to take several images to show the room from different angles, when relevant.
- Room and bathroom for disabled
- All meetingrooms/meeting area
- Restaurant(s)
- Bar
- Terrace and outdoor environments
- Relaxation areas
- Gym
- Kid's playroom
- Special features that are unique for this hotel
- Detail images

Natural warm daylight that enhances the friendly atmosphere at Scandic.



Here the warm light comes from a lamp that is part of the interior design.



Natural warm daylight in combination with light from visible lamps makes the room feel welcoming.



Warm light that appears to come from the lamps in the room, but isn't visible.



Lighting and colour in Scandic's images

We use colour photographs with a warm natural light that enhances the friendly atmosphere at Scandic. Natural in the sense that the light appears to be natural sunlight or natural lighting in a room (like a lamp). In as many cases as possible, use existing light, but when this is not sufficient make sure to add lighting that can be perceived as the natural light in that specific surrounding.

Styling, "Do":

Subtle human presence



Homely and natural



Styling, "Don't":

Over-styled and messy



Over-styled and messy



How to add human presence in describing images

When depicting a hotel, use three kinds of images:

- Descriptive images without human presence – the majority of images.
- Descriptive images with human presence – 1–2 images per hotel (see description below).
- Detail images – images of details in the interior design that are specific to the hotel in question – 1–2 images per hotel (see description on the next page).

The purpose with adding human presence in the images is to capture the relaxing and laid back feeling that staying at a hotel should give you. It can easily be done, as an example through a coffee cup that is left behind, a jacket or a notepad on a table. This styling made with everyday attributes combined with warm natural lighting adds a relaxed and casual style that communicates that Scandic is a place where you can "spoil yourself with the luxury of being yourself".

Use neutral styling elements to ensure that the images can be used in all contexts, i.e. don't use computers in the rooms as it limits the use to conference guests. A computer may be suitable in a conference room, whilst in a bedroom luggage, books and clothing is better to ensure satisfactory usability.

Keep in mind not to "over style" the images, they should never feel cluttered or messy. The human presence is to be a clearly visible part of the image, without losing focus on the primary purpose of it that is to describe the specific location. Also, make sure that is the guests' presence that is visible, not the staffs.

The presence is never to compromise the feeling of an inviting and fresh hotel space. As an example, always make sure the bed is tidy and made up, not messed up. The feeling should be more of that the guest has just arrived than that they just woke up and left the room.

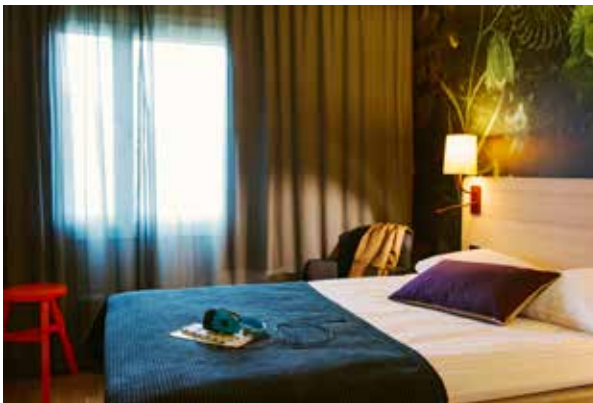
With this styling in mind, make sure that there are no actual people in the images. Adding people in the images complicates the processes with getting full rights to the images, also makes them feel outdated faster.

Close up, "Do":

Not location specific, casual but not sloppy



Location specific, casual but not sloppy



Still life, "Do":

"Natural" attributes in the clean context



Travel attributes, naturally arranged in a clean room



How to add emotion through the addition of close ups and still life images

We know that most of the time our hotels are a lot better than the perception of them. Therefore it is of greatest importance that the mix of images that describe our product is inspiring and feels attractive.

To add the more emotional part of the image selection we use still life compositions and close ups that are arranged/set at our hotels.

When arranging this kind of images make sure that they feel natural and consist of attributes that would naturally be found at the location.

Do not build arrangements of features that can be perceived as constructed or stiff.

Also it is of great importance, as mentioned in the previous chapter, that the appearance is "fresh and clean". We don't want our hotels to be perceived as messy or sloppy.

It might not be possible to shoot still life images at all hotels, so when arranging them keep in mind that it is of additional value if the images are usable for several locations. This can be done by using a short depth of field, neutral backgrounds (such as bathroom tiles or white sheets) or very tight crops of the composition.



Examples of suitable styling in describing images

These are only a few examples of what can be used, and a not to be seen as a restriction of what may be used. Six different bags with props are available at the head office, please contact xxxx if you need access to these.

Lobby & Reception:

- A weekend bag
- A coat
- Calendar/smartphone and/or a pen on reception desk

Rooms:

- A bag on a floor or chair
- A sweater on a chair
- A toilet bag or toiletries in the bathroom
- A coat in the hallway
- A book and glasses on the bed or on a bedside table

Meeting rooms, banquet rooms and meeting area:

- A left behind jacket or briefcase
- A notepad and a pair of glasses on a table
- A coffeecup next to a laptop or a smartphone

Restaurants and bars:

- If shooting a set table, add bread on side plates or maybe wine in the glasses
- A jacket on a chair
- A napkin that has been moved and is now hung over the back of the chair as if the guest has just left

Kid's playroom, sauna, pool, gym, library:

- A towel on a chair by the pool or on a bike in the gym
- An open book and a pair of glasses in the library
- A kids drawing and some spilled out crayons in the playroom

Family hotel



Business or leisure hotel with nice bar and/or restaurant



Unique feature at flagship hotel



Business hotel



Examples of suitable styling close ups and still life images

The main purpose of the detail images and close ups is to depict unique features in the interiors of the hotel. These should add to the feeling of it as an inspiring and attractive place to stay. The images are not to be completely generic.

Still life images are meant to be this kind of interior features in combination with added props that are associated with the presence of a guest.

When choosing what to focus on in close ups and still life images, have in mind what the hotel in question is profiled as. A sports hotel should lift "sporty" attributes, a family hotel may focus on toys, play area details or childrens clothes, and so on. The following are examples of suitable motives based on hotel category:

Flagship hotel:

- Restaurant details such as glasses, coffeecups, bottles, bar features, cutlery
- Unique interior design details in combination with guest presence
- As they are usually set in larger cities, shopping bags, maps and similar are suitable

Family hotel:

- Children's toys, games, clothes etc in room settings
- Play area features, restaurant facilities for children

Business hotels:

- "Business attire" such as note pads, scribbles, pens and computers in conference room settings
- Break/After work features such as coffee, glasses, restaurant details in combination with guest presence
- Room details such as smartphone, books, shoes next to bed / on bedside table

Spa hotel:

- Spa features such as tossed towels, water surfaces, lounge chairs, slippers

Sport hotels:

- Something connected to the theme of the hotel (golf, skiing)
- Duffel bags, socks, balls in room settings

These are only a few examples of what can be used, and a not to be seen as a restriction of what may be used.



Facade:

Make sure there is an image of what the building actually looks like when you approach it.



Lobby:

No people but some added human presence.

What shall be photographed?

Façade (Building):

- Overall picture is mandatory, close-up picture is optional.
- Try to minimize the amount of visible people or cars.
- Use "interesting" angles only as a complement, make sure that there is also an image of what the building really looks like when you approach it.
- No aerial photographs.
- It is preferable to photograph the building from many different angles. However, you must get at least one photo of the entrance and one shot of the entire building from the best angle possible.

Lobby & reception:

- Preferably no people, although some people far away in the background are acceptable. Never take the pictures so close that the viewer will pay attention to the people's behaviour.
- Papers, folders, stickers, ads, posters, stands, Sigge material etc. must be removed.
- In accordance to the directions to add some human presence in the images, such things as a bag, a coat or other relevant styling accessories may be visible. See "How to add human presence section".



Room:

Wide enough view to see what the room actually looks like.



Views:

Make sure to capture interesting views.

What shall be photographed?

Rooms:

- One image per room category (room, superior, cabin etc) is mandatory. ★ For rooms with several relevant angles or inspiring details, do not hesitate to take several images.
- Make sure to add some sort of human presence, a sweater on a chair, a book on a bedside table or a toiletry bag in the bathroom. See "How to add human presence section".
- Papers, folders, stickers, ads, stands etc, that might be updated shortly, have to be removed.
- The view must be wide enough.
- Use a lot of daylight, so curtains are always open and the windows visible in photos. If daylight is not available, use other warm light sources such as floor lamps, bed side lamps and make sure that

- they appear to be the source of the light in the image. The colour of the light should be warm, but not yellow in a way that may be perceived as retro.
- It is preferred that textiles in the room are simple. Avoid patterns if possible as they become outdated quickly. Old or old-fashioned bed spreads should be removed before the photo shoot.
- As a complement you can also take a picture of the room in closeup and in unexpected angles.

Views:

- If rooms offer interesting views from the balcony or window, they should be captured.



What shall be photographed?

Rooms for disabled

When taking photos of Scandic's rooms for disabled people and their adjoining bathrooms, it's a good idea to try and see the space from the guest's point of view. All disabilities are different and create different needs. This means it's important that guests are able to use the photos on the website to get a good idea of how their particular needs will be met. The focus is on showing the practicalities of the different rooms.

Taking photos of rooms

It's important that the photos show the layout of the room and its fixtures and fittings. We recommend taking the photo from the entrance/hallway to get the best angle. The guest should clearly be able to see whether it is possible to move easily from a wheelchair to the bed, for example. Or whether there are any obstacles in the room that might make their stay more difficult.

Taking photos of bathrooms

Wheelchair access is also important in the bathroom. Here the guest needs to be able to see the height of the washbasin to know whether a wheelchair will fit underneath. The pictures should show whether there is a shower curtain or a shower cubicle and where the handrails are sited. As with taking photos of the hotel room, we recommend taking the photo from the entrance/doorway to the bathroom or even from slightly further away.

Try to get as much of the room as possible into the picture. It can be tricky fitting everything in – if there isn't room for everything, take another photo. Again, remember that guests want to get a good idea of how their particular needs will be met in the rooms.



Banquet rooms:

Subtle human presence with a handbag in the background.



Meeting room:

Subtle human presence with a computer on the table, and a chair that is not perfectly aligned with the others.

What shall be photographed?

Meeting rooms, banquet rooms and meeting area:

- One picture per meeting room is mandatory.
- Optional seating.
- No people but make sure to add human presence. See "How to add human presence section".
- Wide enough angles to show what the rooms look like.
- It is optional to take close-ups and images in interesting angles as a complement.
- No fully pre-set meeting tables with folders, paper, pens etc.
- Warm lighting/daylight.



Restaurant:

Human presence without adding something that couldn't normally be there.



Bar:

Wide enough view to see what the room actually looks like.

What shall be photographed?

Restaurants and bars:

- No people but human presence may be added. See "How to add human presence section".
- Wide enough angle so that it is possible to see how the restaurant really looks ★ while at the same time creating a cosy feeling.
- ★ Try to create an inviting atmosphere, through setting the tables, lighting candles etc. according to normal routines for a dinner setting. No setting, food, spices, decoration or flowers on tables that is not normally there.
- Papers, folders, stickers, ads, posters, stands, Sigge material etc. must be removed from the bars. Announcement boards or signs should not be visible.

- ★ A restaurant or bar can preferably be photographed in the evening, where the lighting comes from a nice interior lighting, candles etc. as for a normal dinner setting.

Food:

- General food photos of the Scandic menu or breakfast are taken centrally. However, it may be possible to take some simple photos on local specialities if they feature prominently at the restaurant.



Kids playroom:
Playful but not messy



Special feature:
Interior architecture that is unique or strengthens the feeling of the hotel.

What shall be photographed?

Kid's playroom, sauna, pool, gym, library:

- No people
- Add some sort of human presence, it can be a tossed towel by the pool or in the gym, an open book and a pair of glasses in the library, or a kids drawing and some spilled out crayons in the playroom. Use your imagination and add suitable elements. See "How to add human presence section".
- Pool photos with wide angle
- Warm lights
- If massage or other treatments are available, photos to illustrate them are taken centrally.
- In the kids playroom the typical toys should be in the play room but make sure that it is not too messy or has too many added features that makes the room feel unappealing.

Special feature/detail images:

- If there is something interesting for example in the building's architecture. These pictures should be taken only if they add value to the main selling points.
- You may add images that strengthen the feeling of the hotel.

"Do":



Event

When we employ local photographers, it is just as important as with any other photos to maintain our Scandic Look & Feel. This means that we must speak the same visual language in an event context (e.g. local activities, openings, exhibitions, corporate banquets, fairs, conferences, weddings, sporting events and so on) as in a major public campaign.

However, there are some differences. There is a greater requirement for an event photo to report on the occasion rather than just create atmosphere. Photographs should therefore be taken with warm colours and in high resolution, in both portrait and landscape formats. We avoid using the logos of other companies. Choose general images and details that enhance the feeling of the event.

In the first instance, capture the room without people, the way it looks before the guests arrive, with tables dressed, candles lit, flowers on display, etc. Do not go overboard on the decoration though. Sometimes people need to be in the shot to show atmosphere, e.g. a party in a function room or artists performing on stage. For legal reasons, we avoid taking close-ups of people. Another reason to avoid close-

up shots of people is that the vagaries of fashion can quickly make the image look outmoded.

The setting, and the people if there are any, need to look natural. The lighting must feel warm and authentic. It is important that all the people in the shot are enjoying themselves and are relaxed in the situation to really allow the photo to capture the atmosphere and the naturalness.

See the existing agreement on rights of use when taking on a local photographer for an event-related job.

Have in mind:

Scandic should have all rights for all images. The images should be delivered in high resolution, 300 dpi.

”Do”:



Destination photos

Destination photos are photos that are not taken by the hotel photographer but they are stock photos that should be selected from a tourist information agency or local area/city tourist board. They are photos of hobbies, sights, special selling points or places that may be used to market a certain destination.

Hobbies:

- No extreme photos, but something that an average person can imagine doing.
- Informative “This is what you can do in this environment”
- If there are people in the photos, they should not be posing to the camera or be in a significant role.
- Natural situations, nothing too set up.
- Warm daylight.
- No close-ups, the image photos take care of that!

Nature:

- Shot in warm daylight.
- Not over-dramatic; not too sweet sunsets
- Warm appealing colours.

- Shows something relevant on target.
- No close-ups, the image photos take care of that!

Shopping:

- Photos of main shopping street and other such places. Concentrate on how it looks generally
- No people acting or playing a leading role in photos
- No photos of shops, but main shopping areas instead

Cities:

- Show the most important areas of the city
- Photos should be taken not too far away or too close
- Should show a general view on an interesting area because people will really see it when they arrive.
- No aerial photographs

Sights:

- Shown in a way that allows them to be recognised