

Standard Life Investments
Financial / Property

Standard Life Investments

“Where do you get
a helicopter in
downtown Seoul?”

Adam Marsh, Marketing Director, Standard Life Investments

Adam Pretty,
Beijing

“Where do you get a helicopter in downtown Seoul?”

Adam Marsh, Standard Life Investments

That's easy¹. We use local knowledge, local fixers, local production². We are global and local³. The big question for Standard Life Investments was how do you get 250 images shot in cities all over the world, **and** make sure they are uniformly on-brand, **and** express diversity, **and** give them a compelling idea⁴, **and** do it without breaking the bank? Choppers included. Oh, **and** make them “Dynamic”.



Fig. A Trevor Ray Hart,
London

Fig. B Michael Danner,
Berlin

Fig. C Adam Pretty,
Hong Kong

Fig. A

Fig. B

Fig. C



¹ Helicopters

We don't like getting carried away, but if the job calls for it our photographers will happily don their jump suits. This shoot required three choppers and one microlight, in four of the 11 cities.



² Photographers

Standard Life Investments used 11 photographers from our roster. Our multi-award-winning photographers come in all shapes and sizes, fashion, reportage and lifestyle, and we select the photographer that's going to fit your brief and your personality.



³ Global & Local

We shot in 11 cities across three continents in 12 weeks.



⁴ Production

No matter how detailed your brief is we will execute it to the letter. Rain in the Sahara? No problem. You want a backdrop of happy commuters? We're working on it. Or maybe you just want to bounce around some ideas.



Standard Life Investment's Marketing Team came to us with this ambitious project. They needed a brand library⁵ of quality photography, that sat together as a suite of images.

The photography needed to picture a global perspective, suggest know-how⁶, and demonstrate the many sophisticated and varied global approaches the company takes to investing clients' money.

“The logistics were hugely complex but the Global Team delivered.”

Adam Marsh, Standard Life Investments

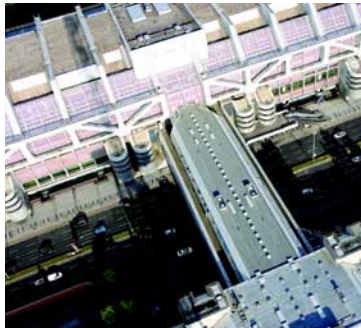


Fig. A Carlos Spottorno,
Madrid

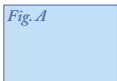


Fig. B Cameron Davidson,
Montreal

Fig. C Michael Danner,
Berlin

Fig. B

Fig. C



⁵ Brand Library

Our global footprint, pre-planning, art direction, and post production means we can shoot a set of images anywhere in the world your offices are located, and they will look coherent, consistent, and on-brand.



⁶ Local Knowledge

Don't trust your budget to a weatherman. Booking in photographers and crew in for two weeks in the Caribbean can prove expensive if the forecast is wrong. Because we have people locally, on the ground, we can go and shoot when the weather is good.

The project had many different photographers, many different time zones, concurrent delivery times, sometimes two photographers shooting at the same time.

Sometimes clients come to us with what can seem to them as unfeasible projects. We often surprise our clients with just how much is possible with the service we offer in terms of project management⁷, global reach, and production and post-production expertise.

The solution for the Standard Life Investments brief, like many of the projects our clients set us, is a logistical and a photographic challenge.

We would shoot in 11 cities⁸: Hong Kong, Berlin, Seoul, Chicago, Edinburgh, Delhi, Mumbai, London, Madrid, Montreal and New York. We would use nine top photographers: Jason Hawkes; Michael Danner; Jae-Hyun Kim; Sean Hemmerle; Trevor Ray-Hart; Aditya Kapoor; Adam Pretty; Carlos Spottorno; Kate Hutchinson.



While the style was 'reportage' each photographer was handpicked from different specialist areas, from Lifestyle to Architecture and Landscapes to Aerial photography.

We select for our clients the photographers who best meet the specific demands of the brief, and what the Standard Life Investments photographers had in common are the skills to deliver highly technical photography.



⁷ Project Management

You can be hands-on or hands-off, but whatever your style, we'll take the hassle, worry and stress out of your hands by managing the project from beginning to end.

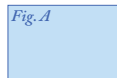


⁸ Global Village

With over 600 photographers in most cities worldwide we've got your local or global project covered.

Fig.A Jae-Hyun Kim,
Seoul

Fig.A



“It was about people in transition. We had to find areas of Beijing that would make that work. We had to find ‘Canyons’ in the city. That was quite tricky.”

Adam Pretty, Photographer

“We needed shots of suburban Madrid, so I hired an Ultra Light Motorised aircraft. It’s a bike with wings. There’s no door, you hang from the seatbelt. If it fails you fall 300ft. I got the shot.”

Carlos Spittorno, Photographer



An incredibly challenging and exciting body of work was delivered on budget¹⁰, on time, on brief. It took three months and we shot over 5,000 photos. Standard Life Investments chose the best 250 shots and got a brand library available for all their offices worldwide.

Fig. A Carlos Spittorno,
Madrid

Fig. B Trevor Ray Hart,
London

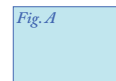
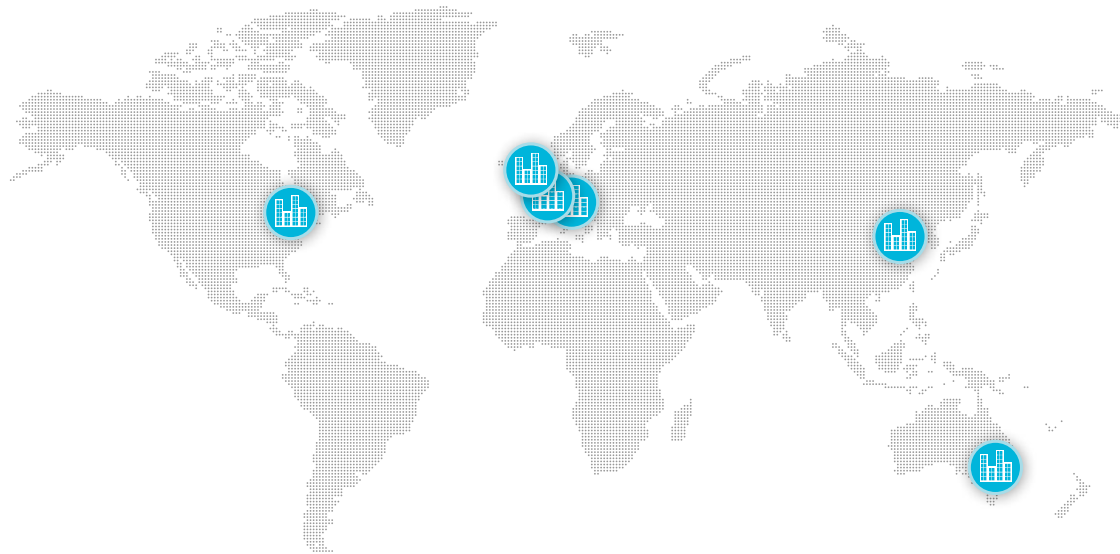


Fig. B



¹⁰ Budget

We don't discriminate over size. We love big shoots, small shoots and everything in-between. And we never ever go over budget.



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⁹ Roster

Our roster of photographers comprises every genre of photography, from reportage to fashion, aerial to underwater. We hand-pick each photographer to suit the style and sensibility of your brief.



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We don't discriminate over size. We love big shoots, small shoots and everything in-between. And we never ever go over budget.



Shoot Global
Daragh McDonogh

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“Impossible is a red rag to our photographers. Their ingenuity in finding a way to get the shot is extraordinary.”

Daragh McDonogh,