

SHOOT BRIEF

2021

MIDAS JEWELLERY

SHOOT SUMMARY

Date & Time: Wednesday 3rd Feb, 7am - 11am.

Contact: Daynah Hamilton

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Location: Westfield Parramatta - Shop 4031/159-175 Church St, Parramatta, Sydney, 2150

Client Story

Midas Jewellery is a luxury retailer specialising in the design and creation of bespoke diamond jewellery. Acclaimed for their engagement and wedding rings, Midas are also renowned for their necklaces, bracelets, and a range of other fine jewellery pieces.

Midas take pride in their high quality products and services, as one of Australia's leading and long standing diamond jewellers. With a focus on creating unique pieces for every customer, they are true experts in the field.

Shoot Goal

To showcase Midas Jewellery range as:

- High quality
- Unique
- Trusted
- Reputable
- Handmade/Custom
- Incredible Customer Service

SHOOT PLAN - SUMMARY

- Promotional photo and video shoot for online content
- 1/2 day shoot

Schedule

7:00am Set Up

7:15am Start video/photo shoot

8:00am Start Q&A with Ernesto

10:00am Filler shots/B Roll shots

11:00am Finish

Appearance

- Black pants or mid-length skirt, flats or small heels
- 5x Top options: 2x short sleeve (1x black and 1x white); 2x long sleeve button up blouse (1xb/ 1xw); 1x camisole top (coloured dark grey, cream, light pink)
- Hair washed, styled in loose waves and out
- Shoot ready makeup, natural false lashes, options for lipstick (nude and deep red), brown warm tone eyes (please bring touch ups with you)
- Nails freshly manicured in light pink or nude colour
- Bring designer leather bag/purse if you own

**reference images on final 2 pages*

SHOOT PLAN - WALK THROUGH

Video - approx 90 seconds for main walk through video.

Q&A - 5-10 questions.

Photo - as many as possible during allocated time.

Shootplan and filler shots for video - 2 hired talent to represent:

Models trying on items and showcasing items

Models with staff members

Models looking into cabinets

Models unboxing

Models at a desk with staff

Models looking at designs

Models looking into front window

Models walking into store

Mirror / Glass reflection shots

Models talking to In-Store staff at the counter

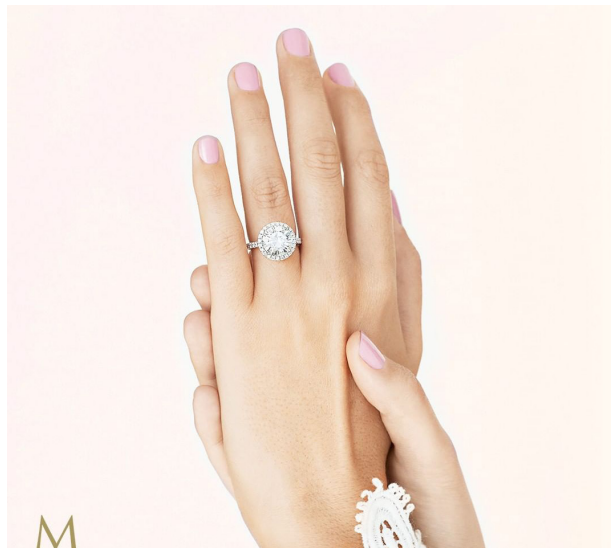
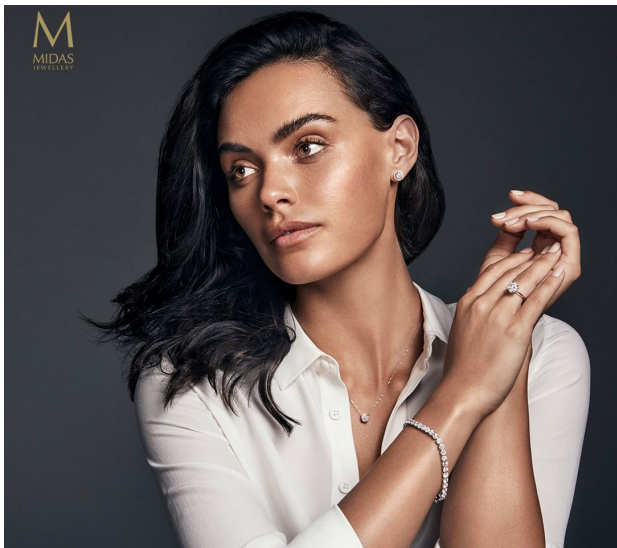
Jeweller making jewellery

Designers designing jewellery

As many model / jewellery shots as possible

MIDAS JEWELLERY

SHOOT PLAN - REFERENCE IMAGES



MIDAS JEWELLERY

SHOOT PLAN - REFERENCE IMAGES

