



BUSINESS STORYTELLING

Storytelling and event photography at Grant UK's head office

About the client: Grant UK, an award winning heating engineering business, manufacture oil fired condensing boilers and the latest renewable heating systems including heat pumps and solar.

Following a move from Devizes to Swindon, their new UK head office now houses the management team, finished goods warehousing, along with a world class training academy. In addition the new head office was built with state of the art design and technology, making it a great place to work and learn.

Grant UK brief

To showcase the new head office the marketing team created a launch campaign along with content for their website and social media.

Nick Cole Photography was invited to photograph the new head office and launch event with over 100 employees, dignitaries and trade partners present.

Photography was split into three phases;

- Phase One:

A full day shoot capturing the new head office, internally and externally. With contemporary design and state of the art technology, Grant UK wanted to showcase the new space with engaging photography.

The company's logo is visible throughout the site and Grant UK were keen to capture their branding in the photography.

A selection of photography from the first shoot would also be used at the launch event a few weeks later. Strong graphic images built into to a slideshow would show off the building to create a talking point.

- Phase Two:

For the launch event, Grant UK wanted to illustrate four key elements in the photography including capturing the energy and connection as the Grant UK team chatted with trade partners, customers and colleagues, showcase the key note speakers presenting, document the official opening and ribbon cutting and highlight site tours and mini presentations.

Events move quickly, so a reportage style with a few group shots was the preferred style. The role of an event photographer is to capture the event as it happens – to be in the right place at the right time.

- Phase Three:

Follow up shoots are planned for 2023 and phase three will focus on the team using the new facilities.

In addition there will be storytelling content to showcase the new training academy. Phase three will be people led – capturing people stories across the business.

Our Approach:

Successful storytelling photography requires a deep understanding of the client, the brand and the brief. An initial on line consultation call, followed by a site visit created the opportunity to meet face to face and recce the location.

This shoot was more complex than most. Getting a feel for the space, the light and understanding the access to operational areas along with health and safety requirements was essential.

In addition to delivering a visual style to meet the brief, the client had a tight schedule. Photography from the first shoot would be used for visual displays at the launch event, so they needed to be edited and supplied within a few days. This allowed time for any follow up post production and graphic design work.

What a great shoot and huge thanks to Audrey Mannings, Grant UK's Creative and Events Manager, for her help and support.

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Nick took the time to get to know our business and brand. The shoots went smoothly and the finished photography was fantastic. I'd have no hesitation recommending Nick Cole Photography's business photography.

 Audrey Manning, Creative and Events Manager, Grant UK



NICK COLE
business photography