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# PHOTOGRAPHY BRIEFS

Photography can help bring our Purpose to life. This means it should focus on people's happiness, goals and dreams. It should show their reasons for wanting to live Healthier, Longer, Better Lives.

Photography should be people-focused. Landscape photography and images in which people are not the main focus do not qualify for use in our brand.

If you are writing a photography brief for one of the many events which AIA and AIA Vitality run globally please consider how our Purpose can be brought to life. Make it a central focus of your brief along with our brand personality.

## Photography brief essentials:

- Customer-centric: Healthier, Longer, Better Lives is all about people. Their emotions, experiences and reasons why. We want people to be the focus of all of our photography, not landscapes or objects. Real people living their lives and telling their stories. Our photography should feel authentic, intimate and full of infectious energy.
- Active: Our photography should never feel static or posed but should capture active moments. Active does not just mean sports or exercise, it means vibrancy, getting the best out of life and living in the moment.
- Personal: We want our customers and employees to recognise themselves in our photography. To see that Healthier, Longer, Better Lives is accessible and achievable for them. Our role as a mentor should be to inspire them to take the first step, and so our photography should be relatable and inspiring.
- Progress: Our photography should allude to progress. Healthier, Longer, Better Lives is a lifelong journey made up of many goals and dreams as people grow and their priorities change. Our photography should reflect the joy of making progress in the right direction – no matter how small – towards a healthier, longer, better life.