



VIDEO PRODUCTION

ADAGIO APARTHOTELS + ADAGIO ACCESS

SHOOTING GUIDELINES FOR THE ADAGIO VIDEOS

TVtrip is a certified video vendor for the Accor Hotel Group

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01

INTRODUCTION

○ **Context**

As part of the repositioning of the Aparthotels Adagio brand, a new visual brand identity has been developed for both brands of the group. TVtrip has been asked to create a video concept, in line with this new brand identity.

○ **Goals**

The main goals for this video production are :

1. Highlight the functional benefits of the hotels' products and services.
2. Show experiences / moments of life.
3. Ensure the coherence between the brand's different digital channels (photos and videos).
4. Increase the brand's value in coherence with its identity.
5. Reinforce and reinsure the clients in their buying decision.

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ADAGIO SPIRIT

Aparthotels Adagio is a relatively new brand and leader on the aparthotel market in France. Adagio is the reference brand in its category with a network of around 100 hotels in Europe.

Two distinctive brands target both the lower range of the sector as well as the higher-end market. The brand positioning highlights the « feel at home » aspect as well as the central location of the hotels.

Key areas to highlight

- **FACADE** (WITH HOTEL SIGN)
- **IMMEDIATE SURROUNDINGS**
- **ENTRANCE / LOBBY** (RECEPTION, BUSINESS CORNER IF RELEVANT)
- **APPARTEMENT TYPES** (STUDIO/ 1 BEDROOM)
- **F&B** (BREAKFAST)
- **SWIMMING POOL** (IF RELEVANT)
- **FITNESS** (IF RELEVANT)

Key attributes to highlight

- Conviviality, friendly atmosphere
- Modern & connected, practical
- Central & urban location
- Independence, Freedom, Autonomy



A SPACE TO LIVE IN : create appealing spaces that feel like home

03

CREATIVE CONCEPTS

○ Objectives

1. Convey an emotional experience → the hotel is a **living space**, the video has to reveal what the client sees (INFORMATION), but also what he feels (EMOTION).
2. Show the product as an authentic experience (**informational dimension**).
3. Ensure a **coherence** with the photographic brief, as well as a homogeneity between all Adagio videos.

○ Creative concepts

3 concepts have been selected:

1. Chromie & Lighting → Conviviality, Friendliness
2. Human Presence → Living Space, Vitality
3. Motion Design → Practicality, no bad surprises

CONCEPT 1 : CHROMIE & LIGHTING

○ Lighting

The general chromatic concept is in accordance with the photographic brief : the video describes a **warm and welcoming atmosphere** with bright interior daytime shots. The light is mainly natural and if possible abundant, while still staying soft. If possible, use backlight shots, potentially reinforced with artificial lighting.

○ Chromatic settings

- The colors are slightly saturated (in accordance with the photographic brief). Vibrant colors should be favored.
- The whites are slightly yellow (to add a « warm » atmosphere).
- Contrasts should be reinforced, shading is avoided. Red might be added to the blacks in order to lighten up dark zones.
- For shots of water (pool, sea, bathtub, etc.) and the sky, brightness can be increased and blue can be added.

○ Flair & Light Leaks

Slight flare effects (anamorphic) can be added, especially in backlight shots, in order to reinforce the intensity of the light. Light leak effects in warm colors (orange) can be used for the transitions (recommended but should not be overused).



CONCEPT 2 : HUMAN PRESENCE

○ Objective

The human presence is one of the main elements **adding life** and **dynamism** to the videos. The representation of clients in **situations of daily life** is crucial and has to include the following 3 elements: **kitchen, work, leisure**.

○ Movement

- Vitality is expressed by movement: action on the screen (client's presence), but also by **camera movement**.
- The camera is mobile : the space is discovered mainly through different camera movements rather than changing points of view : use of glidecam and even hand-held in the case of rapid action.
- The video contains little to no steady shots, as well as no too slow shots: the shots are supposed to be rather dynamic and to capture the moment rather than be too descriptive.
- Little to no use of racking focus (changing from out-of-focus to net / net to out-of-focus), but the depth of field should be reinforced. Some parts of the image can be out-of-focus.
- It is important to **avoid « dead nature »**, meaning empty spaces that might seem « deserted ».



CONCEPT 2 : HUMAN PRESENCE

○ Framing

The alternation of different shots reinforces the rhythm and movement, by using different types of framing:

1. Very large shots (with silhouette in background).
2. Medium shots: cut in, backlight shots (silhouette)
3. Close-up shots.

○ Expressions and attitudes

The camera captures moments and expressions in movement: actions – small or large – in large shots or very close framing (cut-in).

The framing can be slightly « out of sync » (not necessarily at eye level)

The camera accompanies the general movement or action.

○ Music

The music plays an important role in « suggesting » the human presence, potentially by means of voice.

The music conveys « vitality »: happiness and conviviality in a modern environment.

The choice of music distinguishes itself from a standard corporate music (neutral, consensual).

The editing style will be aligned with the rhythm of the music.



CONCEPT 3 : MOTION DESIGN

○ Motion Design

Descriptive captions are inserted in the video (using 3D tracking) in order to highlight the hotel's services (client benefits), especially the modularity of parts of the furniture and the equipment of the rooms.

○ Local Touch

The captions can be adapted and translated into different languages (different video versions)

OR

The captions are shown in the language of the country in question AND in English (graphic style [*phonEtique*])

○ Adaptation Brands

The style of the caption can also be adapted for each brand.



OPTION: TIMELAPSE – TILT SHIFT

o Urban, vibrant et contemporary

The videos should highlight the urban environment of each Adagio aparthotel and show their **location in the city center**.

A time-lapse ensures an **esthetic result** and reprises the idea of movement in the city center (animated streets, sparkling lights,...). This « sublime » representation of urban landscape avoids showing more unflattering shots of the street or the hotel's facade.

The esthetic effect can (if conditions require it) be reinforced by a tilt shift (slightly blurred effect) in order to add a « miniature » effect.



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PRODUCTS

○ Videos

For each hotel, 3 videos will be produced:

1. Overview video showing all parts of the hotel.
2. Mini-video focusing on the Studio Apartments.
3. Mini-video focusing on the 1 Bedroom Apartments.

○ Distribution

The videos are distributed in HDTV resolution, meaning in 1920x1080.

In accordance with our distribution contract with Accor we ensure multi-device distribution of your video via the format H.264 (AVC), using MP4 format:

- This format is adopted by Apple (iOS) and Google (Android) for all mobile devices.
- This format is widely spread and compatible with all flash players.
- This format is compatible with all HTML5 players for the following browsers: Chrome, Safari, Internet Explorer, Firefox 21 and all subsequent versions (on Windows Vista, 7, 8 and Android)

Using our TVtrip platform, the available video formats enable distribution via Facebook, YouTube, TripAdvisor and Google. The videos are also available for all Accor Apps.

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GENERAL TECHNICAL RECOMMENDATIONS

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○ **DSLR cameras**

We exclusively use DSLR cameras due to their numerous advantages and high image quality:

1. Gain of space, especially in confined spaces
2. Quick set-up and easy to move
3. Better lighting (for reflex cameras) due to the strong sensibility of certain cameras, which avoids usage of additional, artificial lighting.

To guarantee the high quality of the images, we have selected a list of cameras to be privileged : 7D, 5D MII and MIII, D800.

○ **Framing**

We privilege shots that convey the idea of movement, life, experience.

○ **Editing**

The editing style is rather quick, without being too « clipped ». The shots alternate between:

- Large/Medium/Close-up shots with camera movement, avoiding too fixed shots.
- Action shots using different angles.

In general, the video should not be too descriptive and focused on the discovery of the hotel, but highlight the experiences and the feeling of a place to live: **show what the client sees and feels.**

○ Framing

1. Privilege shots in movement, using glidecam or steadicam.
2. Use wide-angle lenses if it necessary to highlight the totality of the space, otherwise privilege 50mm lenses.
3. Privilege close-up framing in movement and highlight the depth of field for all close-up shots of action : close-up shots of the movements (hands, heads, ...)
4. Privilege backlight shots with a « lens flare » effect.
5. Avoid medium framing without a clear focus point.
6. The general video shooting guidelines are based on the photo guidelines (bed linens perfectly ironed, bathroom decorated with toiletry, ...)

○ Pre-Post Roll

A pack shot for the pre- and post-roll will be created for this video project.

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BUDGET

○ Coverage

Adagio wishes to realize HD videos for 22 hotel properties for both the Aparthotel Adagio and Access brands.

○ Price per hotel

1,880€ HT for one shooting day ensuring the filming of all relevant areas of the property. In case the participation of an hotel staff member to ensure the « human presence » is not possible, TVtrip can provide professional talents at an extra cost. A timelapse can be optionally requested by the brand, if the hotel surroundings are very important for the hotel.

○ Accessories

All accessories and decoration elements are provided by the hotel (cf. Brief shooting photo).

○ Transportation Cost

The transportation costs for the cameraman will be charged as a lump-sum of 95€ per hotel.

○ Accommodation

If the shooting schedule requires it, the cameraman has access to a single room with breakfast and WIFI free of charge.

All other costs (mini bar, video-on-demand, etc.) should be charged to the cameraman.