ibis – Video Production
IBIS HOTELS GUIDELINES

TVtrip is a certified video vendor for the Accor Hotel Group
SUMMARY

- Introduction
- ibis spirit
- Creative concepts
- Technical and general recommendations
- Budget
INTRODUCTION
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- **Context**
  Within the context of repositioning ibis brand, a new iconographic identity has been developed. A video concept in now in place in order to underline the strengths of each ibis. These guidelines will explain in detail how each shoot should be composed.

- **Objectives**
  The main objectives of these ibis video productions are:

  - Ensure the consistency between the different communication channels.
  - Show the renewal and novelty of the hotels.
  - Show the brand value in accordance with its universe by optimizing its perception and image.
  - Optimize sales and reinforce reinsurance during booking.
ibis is a major actor in the budget hotel industry.

ibis spirit has to be visible in all videos and must highlight:

- **MODERNITY AND CONVIVIALITY**
  Highlight the novelty and trendiness of the brand.

- **DESIGN**
  Show the individual design of each hotel (Avanzi or others…).

- **THE BEDDING**
  Highlight the Sweet Bed by ibis, its softness and incomparable comfort.

- **THE SERVICE**
  24/24 front desk.

- **THE BREAKFAST**
  Varied and balanced.

  (NB: While shooting, don’t fill the plates too much, try to prepare a homogeneous and light composition.)
THE IBIS SPIRIT

- Main attributes to highlight
  - **Absolute Comfort** – Innovative bedding, equipped rooms, modern reception.
  - **High service level** – 24/24 Reception, Breakfast, ibis Kitchen.

- **EFFICIENCY – WELL BEING**
Main areas to highlight

- Exteriors
- Reception
- Lobby
- Room
- Breakfast
- Restaurant / Bar

Surroundings + Facade

Bedding and comfort + bathroom

The video sequence-order should be adaptable according to the hotel type:

- Too similar rooms may not directly follow one another.
- In order to express the variety of the restaurant’s offer, the breakfast and the lunch/diner may not systematically follow one another.
• **ADDITIONAL SERVICES:**
  - Swimming pool, sauna, gym
  - Rooms with terraces
  - Meeting rooms

• **ROOMS:** Priority to the newly renovated rooms

• **LOCATION:**
  - Subway entrance
  - Airport shuttle
  - Entrance of the parking (or the indication panel) whenever possible
CREATIVE ANGLE
ANGLÉ 1: CHROMATIC HARMONY

- **Lighting**

  The lighting is mainly natural. It should stay **soft** to express the idea of the COMFORT. Backlighting is preferred - potentially reinforced by artificial lighting - especially to achieve a «silhouette» effect.

- **Chromatic settings**

  Calibration is an important element for the homogeneity of the videos. It has to respect the chromatic settings defined by the brand photographic guidelines.

  1. Slightly saturated colors.
  2. Soft, warm colors.
  3. Avoid shading, slightly yellow whites.

  **DO**

  **DON’T**

  Whites too yellow.
**ANGE 2: HUMAN PRESENCE**

- **Extras**

  The human presence is one of the most important elements in order to «bring life» and «dynamism» to the videos.

  It will be mandatory to **have members of the hotel staff playing the clients (»), especially in areas like lobby, reception and general services.**

  - Suggest human presence rather than actually showing it: use silhouettes (especially in cut-in) or parts of the decoration that are slightly moving.

  - Insist on the idea of movement in each shot, either by showing a moving detail of the decoration or by using a human factor.

  - The faces of the extras / clients are not shown: use cut-in, show out of focus…

  - The style is modern and relaxed without being too « loose » (clothes…)

  

  (*) **TVtrip will demand every person acting in the video to sign a discharge of image rights.**
**ANGLE 2: HUMAN PRESENCE**

- **DO**
  - Film parts of the body in close-ups.
  - Film the back of the person.
  - Film the extra in the background and out of focus.
  - Film actions in close-up shots (hands opening a computer, turn on an IPad, put a scarf on a chair...).

- **DON’T**
  - Don’t film the faces of the extras.
  - Don’t film a smile or eyes in close-up.
  - Don’t film extras face-to-face with staff members.
  - The extras should not be recognizable.
  - The staff must not be neglected (ironed clothes, styled hair...).
MAN STYLE: CLOTHES & ACCESSORIES

- The style is groomed, modern and natural (clothes, hair), but always elegant, clean and sober. It must project the values of the hotel brand (quality, cleanliness).

- Fashionable but elegant clothes. Avoid brilliant or too bright colors. Don’t put on the clothes with too pronounced or flashy motives / printed designs.

- Prepare a selection of books, newspapers, illustrating the customers’ centers of interest: travel, culture, music, etc. Never show the brand name of the accessories or newspapers.
WOMAN STYLE: CLOTHES & ACCESSORIES

- The style is groomed, modern and natural (clothes, hair), but always elegant, clean and sober. It must project the values of the hotel brand (quality, cleanliness).

- Fashionable but elegant clothes. Avoid brilliant or too bright colors. Don’t put on the clothes with too pronounced or flashy motives / printed designs.

- Prepare a selection of books, newspapers, illustrating the customers’ centers of interest: travel, culture, music, etc. Never show the brand name of the accessories or newspapers.
Music

The music plays an important role in «bringing life» to the video. A human presence can be suggested by use of voice.

The music must convey the idea of «movement» and support the shown images. The editing will follow the rhythm of the music.

The choice of music supports the MODERNITY as opposed to ageless corporate music (without unevenness, neutral, uncontroversial).

The music must contribute a rhythmic and comforting style and avoid any slow or soft rhythms.
GENERIC SHOTS

The generic shots will be the « beautiful shots » of the videos. The depth of field should be filmed with « out of focus » scenes in order to depict the most « generic » shots possible.
They ensure the room shots perfectly highlight the presentation of the bed. The alternation of different frames reinforces the rhythm (music) and movement.

- American shots showing the extras as silhouettes (cut-in)
- Medium shots with backlight (silhouette)
- Very large shots with silhouettes in the background

NB: The iPads / computers appearing in the video have to be shot with the logo ibis and not a black screen
**Movement**

Movement is the basic concept of the videos.

It is mainly shown by camera movements and the animation of extras. These shots will add the needed dynamic basis.

It is also possible to « play » with surrounding movement of decoration: wind in curtains, moving shadows, moving objects.

The principal objective is to avoid « dead nature » and empty spaces which seem deserted.
**Transitions**

The transitions will be marked with a moving split-screen with a fading either in **distinctive Black or White** in order to add rhythm and cohesion. They express THE style of the video and act as an easy recognition factor for all ibis videos.

The transitions predominantly mark a changing of area and need to be avoided to put a transition within one area.

This choice supports MODERNITY and differentiation.

**Light Leaks**

Certain shots and cross-fading transitions can be accompanied by **Light Leaks effects in Black & White** (recommended, but not over-used).

Slight flair effects (anamorphic) are possible.
Particularities

The particularities of ibis hotels and their AVANZI design should be highlighted particularly by taking close-up shots of design details and things that point out the AVANZI style (with or without changing of focus).

Only the words that represent ibis values should be highlighted.
TECHNICAL AND GENERAL RECOMMENDATIONS
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- **DSLR Cameras**

  We exclusively use reflex cameras due to their esthetic cinematographic results and several other advantages:

  - More space especially in confined shooting space.
  - Fast set-up (lightness) and easy to move.
  - Better lighting thanks to the strong sensibility of certain cameras – additional lighting is (almost) not necessary.

  In order to guarantee high quality we have selected a restricted list of cameras to be used: Canon 7D, 5D MII and MIII, Nikon D800.

- **Camera shots**

  We privilege camera shots that value light and avoid shadows: shots with the camera in slight movement, traveling slider, change of focus. No oblique or pan-shots.
**TECHNICAL AND GENERAL RECOMMENDATIONS**

- **Editing**

  Alternating editing style:

  - Shots with slider movements and shots with change of focus to soften focus (static or not) and avoid simple static shots.
  
  - Match cuts and cross-fading transitions should be privileged.
  
  - The transitions can be marked with a moving split-screen.

  The general storyboard describes the discovering of the hotel, its ambiance and ibis spirit.

  Although, it can be adapted to each hotel, the general order is as following:

  destination – reception – lobby – rooms – breakfast – restaurant/bar
All ibis hotels video shootings should be based on this briefing. The costs referenced hereafter are being charged to every hotel so they can choose themselves the different components of their video.

**Budget**

- 1,200€ HT for one shooting day.

- This price includes daytime shots of the hotel’s direct environment, the views from the hotel (ex: view from a room), the delivery and online distribution on Accor websites (length about 1min30).

- It is necessary to have a **staff member available during the whole shooting day to play the client role**. If this is not possible, we can provide a professional talent. The extra cost would increase to 1,690€ per hotel. The lack of availability of a talent on the shooting day shall result in the cancellation of the shoot and 50% of total cost of the video will be invoiced.
BUDGET – OPTIONS

- **Additional shooting day**
  If the hotel facilities / surroundings require it or the hotel needs for whatever reason, an additional shooting day can be added and will be charged 800€/day.

- **Night-time shots**
  On the hotel’s demand additional night-time shots of the hotel’s facade and surroundings can be filmed and will be charged 390€.

- **Modifications**
  Every modification request to the final video after the first post-edit return will be charged 250€ for half a day.
**Invoicing**

For the total quote accepted by the hotel:

- An advance payment of 50% will be charged upon signature of the quote.
- The balance of 50% plus additional charges (transportation, re-editing) will be charged upon validation of the video by the hotel.

**Transportation cost**

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

**Accommodation**

If the shooting requires it, the cameraman can access a single room with breakfast and WIFI included free of charge.

All other costs (mini bar, video-on-demand, etc..) are to be charged to the cameraman.
This documentation was prepared for the hotel.

The cameramen need to contact TVtrip for all technical specifications.

Contact TVtrip

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