



[GILMOUR] PHOTOGRAPHY

Architecture People Advertising

PHOTO SHOOT SCOPE QUESTIONNAIRE

Name:

Job Title:

Company:

Phone:

Email:

Website:

SCHEDULING

1. When will you need this estimate?
2. What is your projected shoot date?
3. When do you need proofs?
4. When do you need finals images?

DISCOVERY:

5. How did you find out about me? Website? Friend? Reference? Google search?
6. Tell me about your company
7. Tell me everything I need to know about this product
8. Who do you want to appeal to
9. How many still images do you want for this campaign
 - a. Where will you use these photos
 - b. What do you want to get out of these photos



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10. Do you have a layout? What can you tell me about the imagery? Look and feel?
Concept?

CLIENT AND BUDGET

- 11. How much do you have to spend on this campaign, I need to know what will be possible to do.
- 12. Who is the printing or web design company?
- 13. Who is the advertising agency or designer?
- 14. Catering? Number of people from the client side and number of people from the Agency?
- 15. Any special dietary requirements? Dietary likes or dislikes from your team
- 16. RV's for clients? RV's for talent?

LOCATIONS

- 17. Where do you want to do this shoot, is this a studio or location job? Is travel involved?
 - a. Should I include travel costs in my estimate?
 - b. Do we have budget to scout the location?



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TALENT

18. Who will supply talent? Can talent agencies invoice the agency directly?
19. What does the look like? Sex, race, age? Budget range? Rights required?
20. Will casting be necessary? Web galleries? Or will the client be present at live casting?
21. Who is supplying the props, wardrobe and sets?
22. Budget for makeup stylist, Hair Stylist, Wardrobe Stylist, Prop Stylist, Stylist assistants?

PLACEMENT

23. How will the image(s) be used?
24. What is the media use - consumer ad, trade ad, packaging, direct mail, billboards, brochures, etc. - single use or multiple use?
25. What is the specific area of circulation - local, state, regional, national, international?
26. What is the frequency? Size of print run? What is the planned number of insertions?
27. Required duration of the license?