



# The 1 minute **FACTSHEET** about

**ADCOCK**  
solutions

The science of the advanced **Photo Shoot**

*Maximise the psychological **impact** of the photographic **imagery** you create and use*

## DID YOU KNOW?

When dealing with people, remember you are not dealing with creatures of logic, but with **creatures of emotion**, creatures motivated by **socialising** & **status**.

**Posed smiles** instinctively leave the viewer with a sense that something is a little off

Humans **follow the gaze** of other people to identify what they are looking at

**Eye contact**, including **photographed** eyes produces a powerful sense of connection

As humans, we're hard-wired to read other **people's emotions** & intents

## 5 BENEFITS

When we attend your photo shoot, we add key humanism related aspects to your images:

1. Attract more attention – Align your images with implicit human attention needs
2. Optimise connections – Make your images psychologically more appealing to onlookers
3. Maximise brand credibility - Are your images as engaging as they could be?
4. Add meaning - Is there sufficient emotional connection between setting & products?
5. Sightlines & flow - Ensure viewers look at the right aspects in the correct order

## WHAT NEXT?



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Get in touch!

*"Let's have an informal chat about creating more impactful photographic imagery"*