

We appreciate all the drivers & their hard work in shooting photos. THANK YOU!

MAV PREP

- Vehicle & vinyls must be are **CLEAN**
- Vinyl **MUST BE STRETCHED PROPERLY & NOT WRINKLED**
- All vehicle **doors must be shut**



PHONE CAMERA PREP & CHECK

- **Clean** phone camera lens
- Phone camera automatically **focuses**, but please **double check** (before & after)



ENVIRONMENT CHECK

- **Vinyls should not be obstructed** by: utility poles, trees, trash bins, etc.
- Be careful of **sun light**; shooting facing the sun **causes glare** on the photo



LET'S SHOOT SOME PHOTOS!

- **Do not use filters, edit, or crop photos**

- **Most photos** must be shot **horizontally**, a few **extra** can be shot **vertically**.



- Make sure all **fingers are out of frame**



- **Shoot both sides** of MAV unit



- **Entire MAV unit** must be in the photo



- Move in so that only the **most important elements** are in frame.

For example:

- MAV

- Targeted locations

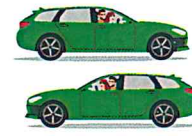
- Crowds of people



- **Don't be so far away** that the **creative is not legible**

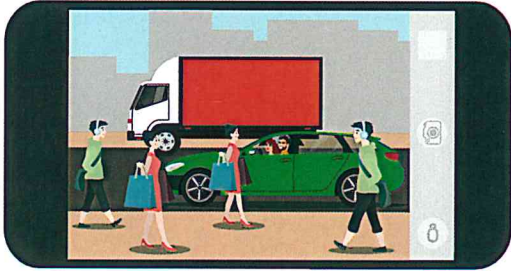


- Try to have **people in all photos**; the more people/traffic, the better.



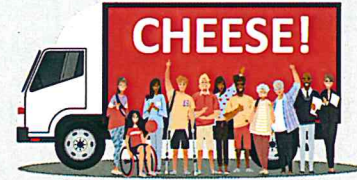
- When parked along streets, take the time to **safely** walk across the street to shoot photos of traffic driving by.

Always **put traffic & people between yourself & the truck**, don't capture the traffic behind the truck.



- Shoot **photo ops** with people & MAV unit (*unless told otherwise*).

Absolutely no one is allowed on the MAV decking.



- **NO PICTURES OF CHILDREN**, unless accompanied by an adult

- Do not take photos in **empty parking lots** nor parking lots full of **empty cars**.

- **Shoot several photos in 1 location** if a lot is going on.

(Multiple pics at 1 location only counts as 1 picture)

- **TEAMWORK!** If there is **more than one Driver** covering an area, **team up to assist each other** in getting some great action shots!

(Always coordinate this through a Lead Driver and/or Operations)



- **Variety is key!**

Get creative with:

- **different angles**
- **unique shots** at
- lots of **different locations**.

Shoot photos of:

- target
- locations
- crowds of people
- traffic



(Get a little bit of everything in your batch of campaign photos.)

- **Required night shots:**

- First, shoot a few pics at **dusk**.



- **At night:**

Make sure to get close to the unit.

Keep your body & phone camera as still as you can.

- If there is something around you to stabilize yourself on or against, that'll help too.

The more photos you shoot, the better the chance of really great shots!

NEED HELP?

Alert your lead driver or OMT if you are struggling in finding places to shoot photos. The sooner we know, the sooner we can help you succeed!