

CASE STUDY – THAMES VALLEY AIR AMBULANCE



Thames Valley Air Ambulance (TVAA) provide life-saving medical care across Berkshire, Oxfordshire and Buckinghamshire.

With an average of three people finding themselves in a life-threatening situation each day, TVAA are the real-life heroes that arrive from the skies to deliver urgent, high-quality medical treatment.

To deliver the air ambulance service costs £2.2 million per year, with no Government or National Lottery support.

The service is dependent on the equally heroic donations and contributions of sponsors and the generous general-public, driven by pro-active fundraising and innovative, high impact marketing such as the *'We Bring the Hospital to the Roadside Campaign'*

“ Hannah clearly understood our brand, and what we wanted to achieve with our images. Their portfolio is impressive, so we knew CBZ would turn out high quality. But what really sold CBZ to us, was Hannah and Peter themselves. ”

Sarah Williamson, Head of Communications and PR - TVAA

Sarah Williamson, TVAA's Head of Communications and PR first met Hannah (CBZ) at a Reading business referral group.

Seeing the value CBZ could provide, Hannah offered to help develop images for TVAA's National Air Ambulance Week campaign; 'We Bring the Hospital to the Roadside'

“TVAA's vision was to illustrate their campaign tagline, with a blended image of a doctor in their flight suit on one side and their clinical scrubs on the other.

As the creative process evolved, we developed a really-strong relationship with Sarah and her team. As a result, we agreed to extend our brief beyond shooting headshots to collaborating on the entire campaign design process.”



Hannah Young, CBZ Photography

With an extended brief, CBZ were now required to integrate images into a full design project to include key campaign information.

This meant working within TVAA's branding guidelines to ensure consistency with existing marketing materials.

The goal was to deliver 2 variations of 'street-liners' and 'super-rear' designs to be displayed on the side and rear of Reading Buses vehicles across Berkshire.

Hannah and Peter would also work with an external print company to deliver the exacting specifications needed.

INITIAL CONCEPT



A Photographic Perspective.

Hannah and Peter co-ordinated a highly methodical shoot that would allow them to create exact replicas of all images for consistency.

This would provide a much smoother work-flow in post processing and help ensure all images looked as natural as possible.

A Technical Perspective.

All images were shot with identical focal lengths, identical lighting, backdrops, and consistent distances between the camera and the model (real-life TVAA staff) being photographed.

Every minute detail was considered, and co-ordinated – model expressions, pose, uniform; even zip height.

“ The quality of the work produced is fantastic. CBZ brought a concept to life and gave it impact and meaning with the images they shot and the style they developed. We had intended this as a one-off campaign, but now plan to take it forward for all forms of media. ”



All images of the crew were captured at TVAA's base at RAF Benson in Oxfordshire. The entire project, from inception through to the final result, was completed in a 3-week turnaround which included project planning, design concepts, photography, post shoot processing and design.

It was a greatly collaborative process with TVAA engaged at every stage of the process.

Everyone was wholeheartedly invested in delivering the best results that delivered the perfect message.

Because of the size of the prints required, it was critical to make sure the images in the final designs and prints were pin-sharp.

Multiple variations were managed as layers in a single Adobe Photoshop file such as multiple Doctors, and backgrounds with varying degrees of soft and sharp focus.

This allowed TVAA to view the variations during design meetings, so decisions could be made quickly, and actions taken with minimal delay.

Final designs for print were supplied to the printer that were 4-times the requested specification, ensuring large format prints were perfect no matter the size.

“ Hannah and Peter are clearly, deeply passionate about their work and their clients. Whilst we worked together on the project, it felt like we gained two more internal team members. Nothing was too much for them, they brought new ideas, creativity, were confident to feed back to us, and brilliant at keeping us up to date. ”

The project resulted in delivering more than just the designs which can currently be seen on the sides and rears of buses around Berkshire.

CBZ provided many additional marketing elements which TVAA have been able to leverage for other marketing channels including Social Media.

“Working with TVAA was an incredible, humbling experience and a fantastic project to take from inception through to completion, delivering all the elements up to print inhouse.”

It’s also allowed us to develop a brilliant relationship with TVAA which we hope to take forward long into the future.”



“ CBZ are; open, honest, transparent, empathic, understanding, dedicated, passionate, creative, thoughtful, conscientious, authentic, genuine, ambitious – do you normally find all of that when working with a photographer?!

They were the dream team! ”

