
Attached: Brochure Outline for your approval & Tips for a Successful Photo Shoot

Renee Burgdorf <rburgdorf@digitallightbridge.com>

Mon, Apr 24, 2017 at 11:37 AM

To: Alex

Cc: "Richard W. Hayes" <rich@digitallightbridge.com>, Chris Whitten <cwhitten@digitallightbridge.com>

Hello Alex,

I hope your week is starting out great!

As the team prepares for the brochure design / development and Creative Interface Presentation for your website, I have a few items I need to review with you:

Sitemap:

Thank you for the approval of the sitemap. The team will begin the design process for the Creative Interface Presentation.

- **Next Steps:** I will be in touch with you to schedule that presentation once we have a firm date for your review.

Gilco Spring Brochure Outline:

Attached is the Gilco Spring Brochure Outline for your review and approval. This outline will serve as a guide for the content and design of the new Gilco Springs brochure. The document has been created using the approved sitemap as a guide for messaging consistency.

- **Next Steps:** Please provide approval or modifications / feedback on the proposed Gilco Spring Brochure Outline. Email that information to me at: rburgdorf@digitallightbridge.com.

Half-Day Video & Photo Shoot:

To design and develop the brochure and website projects, we will be scheduling one half-day video and photo shoot at your facility.

You mentioned in your email that you would like that shoot to be scheduled for this Thursday, April 27, or Friday, April 28.

- **Next Steps:** I will contact our photographer to check his availability on those dates and coordinate the half-day shoot with you.

Preparing for the Half-Day Video & Photo Shoot:

In preparation for the upcoming shoot, I have attached our Tips for a Successful Photo Shoot for an efficient and successful session.

- **Next Steps:** Please share this attached document with the employees and Leadership that will be participating in the shoot.
 - **Also, please let me know who will be the Gilco Spring contact for the photographer should he have any questions or information to provide before the shoot.**

Shot List (for your team preparation):

Video footage:

- The facility:
 - Gilco Spring of Florida
 - 3991 Tampa Road
 - Oldsmar, FL 34677
- Facility Expansion shots

- Employees consulting with clients
- Employees designing on the computer
- Employees engaged in the manufacturing process and quality control
- Video of products on site

Photography:

- Photos of products on site
- Please make sure all spring samples (products) are available for photography
- **Include springs specifically mentioned in the attached brochure outline:**
 - Compression Springs
 - Extension/Tension Springs
 - Torsion Springs
 - Four Slide & Clamps
- **Next Steps:** Please gather all spring samples and products for photos and video and reserve a well lit area such as a conference room for the photos whenever possible.

If you have any questions, or if I can be of any further assistance, please don't hesitate to contact me.

Thank you,

Renee

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2 attachments



Tips for a Successful Photo Shoot - DLB.pdf
85K



Gilco Spring Brochure Outline_24-APR-17.pdf
138K