

Behind the brief

Title: Small Businesses

Client: British Telecoms (BT)

See how BT briefed our creative community to capture professionals using tech in small business environments. By clearly setting out the visual objectives, this Custom Content brief attracted a high volume of varied submissions from across the globe.

The brief

Description

People in casual dress, working in an independent organisation or walking around home office. We need to feel like we're in the moment with them as if a friend or colleague was holding the camera.

Technical specifications

- Natural light preferred
- Subtly incorporate brand colours, blue and yellow

Region

- Global (Pass as the UK)

People

- Adults (working age)
- Ethnicity: Diverse range
- Gender: Diverse range

Things to avoid

- Unhappy faces
- Harsh, flashed quality lighting

Environmental settings, scenarios, or activities

- Using technology to improve efficiency at work
- Home office working
- On site working at an independent business
- Indoor preferred

Key requirements

- People in casual dress (not too corporate)
- Clothes to be role specific if appropriate (aprons, overalls)
- Working at a home office or independent business
- Models must look happy, confident, positive
- People can look straight down the lens, or we can capture an intimate moment without them noticing
- People with generic black smartphones, looking as well as listening to the device

The results

[See the inspiration boards](#)



1291

Assets delivered



23

Contributors



30

Days to produce

[See the entire BT case study](#)