

Virginia Green Photography and Video Shoots 2026

Description:

We are producing a library of photo and video assets to support upcoming marketing campaigns, paid advertising, website refresh, and ongoing organic content needs.

Table of Contents

| | |
|--|----------|
| VIRGINIA GREEN PHOTOGRAPHY AND VIDEO SHOTS 2026 | 1 |
| OVERALL OBJECTIVES ACROSS ALL SHOTS..... | 1 |
| DELIVERABLES | 2 |
| <i>Photography</i> | 2 |
| <i>Video</i> | 2 |
| <i>Raw Footage Requirements</i> | 3 |
| CONTENT GUIDELINES..... | 3 |
| <i>Brand Guidelines</i> | 4 |
| <i>Creative Style & Mood</i> | 4 |
| TARGET AUDIENCE | 5 |
| TALENT & PROPS | 5 |
| <i>Talent</i> | 5 |
| <i>Props / Styling</i> | 5 |
| LOCATIONS | 6 |
| SCHEDULE & TIMELINE | 6 |
| <i>Technical Requirements</i> | 7 |
| CONTACT INFORMATION | 8 |

Overall Objectives Across All Shoots

- Increase brand awareness and drive organic growth
- Ensure brand consistency across Virginia Green proper, acquired brands, and tuck-in brands, especially during brand conversion and transition periods
- Highlight services/products (fertilizer, soil test, pest control products, tree & shrub, aeration & seeding, customer relations, in office staff, etc.)
- Refresh outdated media assets
- Build a scalable, location-specific content library that we can use in all seasons
- Capture both evergreen and campaign-ready short-form video
- Support ad creative testing
- Represent technician diversity and geographic expertise along with variety of job roles

- Highlight professionalism, cleanliness, and brand standards

Deliverables

Photography

- Lifestyle photos
- Action/service photos
- Team portraits
- Customer interactions
- Product detail shots
- Variety of formats
 - Vertical formats for Reels/Social
 - Horizontal formats for website/ads
- Exterior shots of the business
- Before/after scenes

Video

3 Long- Form Videos (1:30-2:30 minutes)

Branch Specific Overview/Highlight: Virginia Green, Emerald Island, & Turf Medic

Long-Form videos include:

- Aspect Ratio: 16 x 9
- Concept: Showcase Virginia Green Brand quality, customer service, and brand trust through beautiful b-roll of equipment, employees/customers and services being completed. Couple with interviews from both leadership and service employees.
- B-Roll
 - Environmental
 - Customer Interaction (Staged + Organic)
 - Employee Interaction (Staged + Organic)
 - Equipment and Services
 - Drone Footage (If Feasible)
 - Before and After (If Feasible)
- Interviews
 - Customer Interaction
 - Employee (Leadership + Employee Driven)
- Graphics:
 - Logos
 - CTAs (if provided)
 - Subtitles on central bottom of screen
- Choices of Royalty Free music provided before edit begins

Short- Form Video (specified below)

One long form video (30-60 seconds) with second short-form cut-down version (30 seconds)

Brand specific: Virginia Green, Emerald Island, & Turf Medic

Short- Form Videos Include:

- Brand Focused:
 - Heavy Focus on Branded Equipment, Uniformed Employee Service, Heavy on Action and Beautiful shots of lawns and trucks/uniforms/equipment
- Customer and Employee Focused
 - Heavy Focus on uniformed employees interacting with each other and customers. More of a family feel, create a business you can trust video edit.
- B-Roll:
 - Environmental
 - Customer Interaction (Staged + Organic)
 - Employee Interaction (Staged + Organic)
 - Equipment and Services
 - Drone Footage
 - Before and After (If Feasible)
- Graphics:
 - Brand Logos
 - CTAs (if needed)
- Music
 - Choices of Royalty Free music provided before edit

Raw Footage Requirements

- Color Grading for final deliverables
- Virginia Green owns all video, photo, and audio assets at end of shoot
- Production company to provide LUT for coloring with final deliverables (If Feasible)
- Graphics and Font pack used in edit (*at minimum we need names of fonts used – I assume we're providing this but in case*)

Content Guidelines

All content—photos, videos, raw files, edited files, audio, b-roll, and any derivatives—will be **fully owned by Virginia Green**. Photographer/videographer grants **perpetual, worldwide, unlimited usage rights** across:

- Paid advertising (social, display, OTT, print, etc.)
- Organic social media

- Website and landing pages
- Email marketing
- Recruiting materials
- Print collateral
- Internal communications
- Any future marketing channels

No additional licensing fees will apply.

Brand Guidelines

Please see [Brand and Style Guide](#)

- Brand colors
- Logo usage
- Tone and style guidelines
- Example ads or past visual content
- Key messaging themes

Creative Style & Mood

Describe the look & feel you want:

- Clean, natural, warm editing
- Both staged and candid
- Both indoor and outdoor
- Colorful imagery
- Variety of high-motion and simple

Key Brand Value Propositions to incorporate:

- Local-expertise and shots of local landmarks (if possible)
- Science-backed experts in lawn care (showcase our science-based approach, soil tests, agronomists, technical certifications, custom solutions, research farm, ongoing education, etc.)
- CUSTOMER FIRST, PREMIUM SERVICE – 100% satisfaction guarantee, custom solutions, we treat your lawn like it's our lawn, we're not happy until customer is happy

Examples:



Target Audience

Current Virginia Green customers or customers of acquired brands + new customers (single-family, residential home-owners who care about their lawns). These are people who care about their lawns and their curb appeal and value premium service. Our customer base skews higher household income and home value. We are across 17 branches in 5 states and growing rapidly in Maryland and North Carolina. We are a best-in-class local provider known for always putting the customer first, providing exceptional customer service and quality products.

Talent & Props

Talent

- Employees
 - Clean/pressed uniforms
 - Clean shaven
 - No sunglasses
 - Nothing in pockets
 - Variety of ethnicity and gender
- Customers (real and stand-ins)
- Leadership (corporate and branch-specific)

Props / Styling

- Branded apparel
- Equipment
- Vehicles
- Tools
- Signage
- Paperwork / materials
- ***Include summer pest, fall aeration and seeding + anything we do over the winter so we can use in upcoming seasonal campaigns**

Locations

1. Virginia Green- Richmond/Midlothian, Charlottesville, Dulles/Manassas, or Williamsburg
2. Wilmington, NC (Turf Medic)
3. Knoxville, TN (Emerald Island)
4. Central Maryland, Sykesville & Frederick (Virginia Green)
5. Rehoboth Beach, DE (Virginia Green)

Schedule & Timeline

Below is an overview of the proposed shoots, objectives, locations, and specifications.

1. Virginia Green – Full Media Library Refresh

Locations: Central/Northern VA (Richmond, Midlothian, Dulles or Manassas)

Time Frame: Early to Mid April

Scope: Conduct a comprehensive refresh of Virginia Green’s media library, as the last shoot occurred in 2022/23. This shoot will generate updated assets across lawn, pest, and tree & shrub services for use in web, print, recruiting, acquisition materials, and digital advertising.

Specifications: Technicians in clean, pressed Virginia Green uniforms; clean-shaven; no sunglasses; no visible items in pockets; clean trucks and equipment. Capture a wide variety of technicians (gender and ethnicity) and multiple property types to accurately represent the diversity of lawns and service environments across our footprint. Deliver a broad mix of action shots, posed team imagery, equipment detail, vehicle branding, and short-form video optimized for social and digital campaigns of both warm and cool season grasses.

2. Central Maryland Conversion (American Lawn & Tree, Green T to Virginia Green)

Locations: Frederick, MD and Sykesville, MD

Time Frame: Early to Mid-April

Scope: Document first-round lawn and pest applications under the Virginia Green brand in newly converted Central Maryland markets. These assets will support brand alignment and anticipated tuck-in acquisition efforts in the coming months.

Specifications: Technicians in Virginia Green uniforms, clean trucks and equipment, and multiple property types representative of Maryland markets. Capture a diverse mix of technicians and properties across former Green T and American Lawn & Tree territories, as well as a group photo and headshots and images of the building. Deliver both photography and short-form video. Endorsement videos from Green T and ALT.

3. Rehoboth (DVH) Conversion to Virginia Green

Location: Rehoboth, DE

Time Frame: Mid to Late April

Scope: Capture lawn and pest applications under the Virginia Green brand following the DVH conversion. These assets will support brand transition communications and provide media for a potential tuck-in acquisition in March.

Specifications: Technicians in Virginia Green uniforms, clean trucks and equipment, and a variety of technicians and property types. Capture both still photography and short-form video, including in-action applications, equipment detail shots, team interaction, branded vehicle presence, as well as a group photo and headshots and images of the building.

4. **Emerald Island – Media Library Growth**

Location: Knoxville, TN

Time Frame: Early May

Scope: Expand our Knoxville lawn media library with updated visuals across lawn, pest, and tree & shrub applications.

Specifications: Technicians in Emerald Island uniforms, clean trucks and equipment, and varied residential properties. Capture seasonal lawn visuals, technician action shots, equipment usage, and short-form video content suitable for digital marketing and social use. **LOCAL feel.**

5. **Turf Medic NC – Warm Season Lawn Focus**

Location: Wilmington, NC

Time Frame: Mid to Late May

Scope: Build a stronger media library focused on warm-season lawns, including lawn, pest, and tree & shrub applications.

Specifications: Technicians in Turf Medic and Virginia Green uniforms to be used during transition to VG in future, clean trucks and equipment, and diverse property types. Capture visuals that clearly represent warm-season turf conditions, application techniques, and branded service presence. Deliver both photography and short-form video.

Technical Requirements

Photo

- **RAW + high-res JPG**
- **Vertical & horizontal variations**

Video

- **4K preferred**
- **1080p acceptable for social**
- **9:16 / 1:1 / 16:9 ratios**
- **Clean audio**
- **Separate audio files when possible**
- **Color-graded + non-graded versions (optional)**

Editing Requirements

- **75 retouched photos per brand (Virginia Green, Emerald Island, & Turf Medic)**
- **Video deliverables per shoot**

- **Required logo overlay**
- **Music preferences & licensing (ensure royalty-free)**
- **Captions/subtitles needed on long-form videos**

Approval Process

- **RAW images are shared with Virginia Green team to select 75 images to be edited**
- **RAW images to be shared with Madison within 48 hours of shoot conclusion. Selects to be returned to photographer within 72 hours of being received. 75 selects to be edited and returned within 72 hours.**
- **Two rounds of revisions included**

Budget & Payment

Include:

- **Flat fee- \$20K**
- **Travel fees- Included in \$20K**
- **Editing cost- Included in \$20K**
- **Payment schedule:** need to align upfront but we will not pay in-full until completion of all above

Contact Information

Client:

Madison McCallum, Madison.McCallum@VirginiaGreen.com, (804) 910-4362