

# GUIDE TO SALE PHOTOS & VIDEOS

With COVID-19 and travel restrictions preventing the majority of international travellers physically attending the sales, it is more important than ever to be as transparent as possible by providing photos, videos and information on each horse to give offshore buyers as much confidence as possible.

As was seen at the recent successful NZB Ready to Run Sale for thoroughbreds, where online bidding was responsible for 31% of the turnover, the more information available and greater the transparency, the more confidence buyers have in investing from afar. Information, data and media coupled with our experienced agents on the ground in New Zealand is key to getting your horse sold.

**Outside of the sale dates, the most talked about subject during our buyer research this year was the importance of high quality, professional and real-time videos. This media will be crucial to the success of the sale and getting results for owners and consignors.**

We have collated our buyer requests inside this pack, along with the complete guide to photos and videos, a list of recommended professionals for you to utilise and how to supply this media to us for an upcoming sale. Together, we can get the best exposure and increase the views on your horses to our international and domestic buyers on a strong digital platform.

Unless you have the relevant skills and experience, we strongly recommend using professional photographers and videographers. A list of potential companies and individuals can be found in this pack.

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# BUYER INSIGHTS

Outside of the sale dates, the most talked about subject during our buyer research this year was the importance of high quality, professional and real-time videos with supporting lot photos. This media will be crucial to the success of the sale and getting results for owners and vendors.

Here are some comments and requests from leading buyers:

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**“Consistency in the footage of each video is key, so the more the videos are shot in the same place on the same surface the better.”**

**“I don’t want to see shots of the farm entrances and dramatic music, I only want to see the horse”**

**“We go through every horse in the catalogue and look at photos and videos. If the videos are not up to scratch, we can’t make a reasonable assessment. That is something the studs are going to have to be very aware of and present conformation videos. They will have to create the image of what one would expect to see when one goes and physically assesses a horse. They must be good side-on, front and rear view and of high quality – the whole works”**

**“Concentration should be on the horse’s walking towards the camera and away from the camera”**

**“Slow motion footage doesn’t give us a good handle on the horse’s walk. I’d prefer real-time footage of the walk, and a good length of it”**

**“I’d like to see some close up photos or videos of the horse’s feet and legs”**

**“Transparency is very important. We need to see everything even if there are a few faults because we have to sell the horse afterwards using the same videos”**

**“Photos are great, but videos will be key this year given we can’t inspect them ourselves”**

# GETTING THE PERFECT CONFORMATION PHOTOS

We all know too well the struggle of getting the perfect photo of our horses. But how important is it? A decent photo (alongside quality video) could be the difference between money in the bank and a horse still sitting in the paddock. It attracts attention and draws in buyers giving them a creditable indication of conformation and type.

If you cannot access professional photographers, then these six tips and tricks could help you improve your photography skills to get the best photo for your Lot.

## 1. PREPARATION

Grooming prior is essential. Brush out manes and tails, and brush off any mud or sweat marks. Consider using a polished leather halter or bridle and using a clear hoof oil or gloss.

## 2. CONSIDER YOUR BACKGROUND

Highlight the horse, and only the horse. Other elements in your background tend to become a distraction and draw away from the subject so it's best to find a space with a plain backdrop and not too much happening in it. Keep in mind that level ground is also ideal. A hard surface is also preferable to show the feet.

## 3. STANDING THE HORSE

Most buyers are looking for conformation photos to help them evaluate the horse. You want to give them a view of all four legs (que the patience and a second or even third helper). The legs nearest the camera should be slightly spaced out and the legs furthest from the camera slightly spaced in. Try and avoid the “three-legged” look. Stand level to the horse and in the middle of the horse to create a well-balanced photo. The horse should take up at least 50% of the shot.

## 4. NATURAL LIGHTING

Keep the sun at your back. You want the lighting to fall on the side of the horse to avoid any shadows that could distort it. Avoid using the flash setting.

## 5. AVOID USING THE ZOOM

As tempting as it is to zoom in when taking a photo from a distance it is better to try and get closer to your subject or crop it later on. Zooming in can make the photo appear pixelated or blurry.

## 6. ABUNDANCE IS KEY

Take as many photos as you can so you have plenty to choose from to get the best one.



Left and below: Examples of good conformation photos.

# SUPPORTING LOT PHOTOS

Aside from the all important conformation shot, here are some examples of supporting photos to supply to give buyers a complete view of the horse.



## FRONT LEGS

A key view for buyers is the ability to see a clean side on and front-on shot of the front legs, shoulders and chest. Make sure the legs are slightly spaced to avoid the three-legged look and if possible use a hard surface to accurately show the front feet.

## FROM BEHIND

Another key aspect that buyers would normally inspect in-person is the hind view of a horse to check the conformation of the back legs and shape of the horse's hind.

## HEAD SHOT

This highlights key features on a horse's head such as the nostrils, ears and eyes.

## HIND LEGS

Again, legs are one of the most important aspects of photos and videos so it is important to showcase these in the best way possible.

## PLUS AN OFF-SIDE CONFORMATION SHOT

These photos (and videos) not only attract attention and draw in buyers, but it gives them a credible indication of conformation and type. They may even use this media to on-sell the horse should they purchase it at the sale.



Left and below: Examples of good supporting photos.

# GETTING THE PERFECT PARADE VIDEO

As above, photos and videos are incredibly important in today's climate for buyers. A parade video is one of the most important aspects of a buyer's decision, it gives them the confidence to invest even if they cannot physically inspect them.

It is important to use one of our recommended professional videographers, or a handy cameraman/woman friend to produce such an important asset. If that isn't possible, here are some important pointers whilst filming.

## 1. FAMILIARISE

Before filming, take the horse for a walk around the stables and inspection areas so they can familiarise themselves with their surroundings. They are more likely to be relaxed during filming this way.

## 2. PLACEMENT

Highlight the horse, and only the horse. Other elements in your background tend to become a distraction and draw away from the subject so it's best to find a space with a plain backdrop and not too much happening in it. Keep in mind that level ground is also ideal. A hard surface is also preferable to show the feet.

## 3. ANGLES

It is important to capture a decent length of the horse walking in real-time from both sides, front-on with the horse walking towards the camera and from behind with the horse walking away from the camera. Make sure the horse takes up 50% of the shot.

## 4. USEFUL TECHNOLOGY

High quality video cameras are preferable, with gimbals also being a great asset to any videographer to achieve a more professional look.

## 5. EDITING

Once you have captured all the required footage, basic editing is required to put together a 60 - 90 second (max) parade video. Avoid long introductions, excessive graphics or distracting music. Refer to the specifications sheet in this pack for guidance.

Below: Check out a great example of a parade video, including footage of the horse walking towards and away from the camera.



<https://vimeo.com/465268274>



# RECOMMENDED PROFESSIONALS

With the importance of high quality professional photos and videos for the best chance of selling, we recommend utilising professionals (some listed below) to capture the footage for you. Get in touch with them via the contact details below...

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## North Island Videographers

### Eclare Productions

Clare Ward | Ph: 021 152 6966  
Email: eclare@kiaorabro.co.nz  
Covers Auckland & Waikato

### Searcy Media

Caroline Searcy | Ph: +61 (0) 418 270 523  
Email: searcc@gmail.com

### Cameramen throughout NZ

### Ziba Creative

Jasmine Robertson | Ph: 021 710 933  
Email: jasmine@zibacreative.co.nz  
Covers Auckland & Waikato

### TDN NZ

Melissa Gillis | Ph: +61 428 821 891  
Email: melissa@tdnausnz.com.au  
Cameramen throughout NZ

### Avocado Media

Daniel Greenwood | Ph: 021 354 145  
Email: daniel@avocadomedia.co.nz  
Covers Waikato & South Auckland

## North Island Photographers

### Melissa Marriner

Ph: 027 230 7946  
Email: melissa\_263@hotmail.com  
Covers Auckland & Waikato

### Race Images

Ph: 06 323 5604  
Email: office@raceimages.co.nz  
Covers entire North Island

### Trish Dunell

Ph: 0274 733386  
Email: trishdunell@xtra.co.nz  
Covers Auckland & Waikato

### Lesley Warwick

Ph: 021 555 644  
Email: lesleywarwick@xtra.co.nz  
Covers Auckland & Waikato

### Angelique Bridson

Ph: 021 321 272  
Email: angiebridson@hotmail.com  
Covers Auckland & Waikato

### Nicole Troost

Nicole Troost Photography  
Ph: 027 381 4350  
Email: info@nicoletroost.com

## South Island Videographers

### Greg O'Connor

Ph: 021 960 962  
Email: gregoracing1@gmail.com

### The Digital Birdcage

Emily Morgan | Ph: 027 262 6244  
Email: emily@thedigitalbirdcage.co.nz  
Covers wider Canterbury region

## South Island Photographers

### Wild Range Photography

Wayne Huddleston | Ph: 022 092 9114  
Email: wildrangephotography@xtra.co.nz  
Covers Otago & Southland

### Race Images South

Ajay Berry | Ph: 021 819 923  
Email: raceimages@xtra.co.nz  
Covers Christchurch area

### Samatha Gordon

Ph: 027 878 7027  
Email: samantha.gordon2001@hotmail.co.nz  
Covers mid-Canterbury area

### Annie Studholme Equine Photography

Annie Studholme | Ph: 03 303 7379  
Email: anniestudholme@xtra.co.nz



# SUPPLYING MEDIA TO NZB

The following is a useful guide to assist vendors, photographers and videographers who are including Lot Photos and Parade Videos as links to the Lot info on NZB Standardbred's website. The information below outlines the specifications, naming convention and process in order to get your photos and videos online.

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## LOT PHOTOS

File Formats Accepted	JPG, JPEG
Specifications	1080 pixels wide (max), 3MB in size (max) <b>Maximum of 10 photos per lot</b>
Naming Convention	[Lot].format (e.g. 275.jpg) For multiple images per lot, use [Lot]_[sort].format (e.g. <b>304_1.jpg, 304_2.jpg, 304_3.jpg</b> and so on)
Process	Send to grant.inglis@nzb.co.nz

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## PARADE VIDEO

File Formats Accepted	MOV, MPG4, AVI
High Definition	720p 16:9 aspect ratio 1280x720, 5-10 bit rate
Resolution	1080p 16:9 aspect ratio, 1920 x 1080, 10-20 bit rate
Audio	2-channel Stereo audio
Naming Convention for National Yearling Sale	21NSYS, Lot XXX (e.g.21NSYS, Lot 225)
Length of Clip	60 - 90 seconds (max)

Step 1	Film, edit, finalise and correctly label your video.
Step 2	Upload your videos to Dropbox, OneDrive or Google Drive and share a link/send a notification to grant.inglis@nzb.co.nz. Alternatively, you can courier a USB drive to NZB Standardbred at our Christchurch office.
Step 3	Once we've received notification, we'll download your videos, check the file is correct and matches the Lot number.
Step 4	We will upload the files to our Vimeo channel and link the Lots on <a href="http://www.nzbstandardbred.co.nz">www.nzbstandardbred.co.nz</a> for buyers to view.

**Naming convention is critical to allow the correct processing of photos and videos as well as linking to the correct lots on the website. Please ensure your files are named accordingly.**

# PDF REPORTS

Should you wish to supply informative reports such as Stage 1 & 2 Vet Reports, Weight & Height Information, Health Declarations, Vet Certificates, Vet or Horse History, we have the ability to upload these PDF documents as links against a lot on NZB Standardbred's website.

While all factual and vet endorsed/certified reports will be submitted, any vendor submitted or non-certified reports will have an NZB disclaimer attached to them to give buyers utmost transparency.

All reports must be submitted as PDF's and labelled with the Lot number and description of the report.

Example:

- 251\_Stage1VetReport.pdf
- 57\_HeightWeight.pdf
- 104\_VetCertificate.pdf

Email your PDF documents to [grant.inglis@nzb.co.nz](mailto:grant.inglis@nzb.co.nz) for upload to the website.

Limit: 3 PDF documents per Lot.

\*Should you need to provide heights and weights of each Lot, we have a template form available for your use. Email [grant.inglis@nzb.co.nz](mailto:grant.inglis@nzb.co.nz) to request a copy.


**HAUNUI-FARM** | Thoroughbred

### DECLARATION OF HEALTH – 2020 NZB Weanling Sale

Name of Horse	Un-named	Colour	Bay
Sex	Colt	Use	Thoroughbred
Sire	Belardo	Dam	Midnight Breaker
Microchip No.	98512506111044	Year of Birth	2019
Height:	13.2 Hh	Weight:	260 kg
Veterinary Surgeon:	Mark Chitty		

  

1	Was the horse born and raised at Haunui Farm? If NO, please provide details below.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
2	During the last 12 months, has the horse suffered from any form of colic or other intestinal/digestive disorder or undergone any abdominal surgery? If YES, please give full details below.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
3	During the last 12 months, has the horse suffered from any other illness or disease? If YES, please give full details below.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
4	During the last 12 months, has the horse suffered from any accident, lameness, fracture, tendon or ligament injury? If YES, please give full details below.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
5	During the last 12 months, has there been any evidence of contagious or infectious disease in the location where the horse is kept? If YES, please give full details below.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
6	Has the above horse ever suffered from melanomas, sarcoids, warts or any other type of growth? If YES, please give full details below.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
7	If the horse is a colt, is there evidence of two testicles? If NO, please explain below.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
8	Does this horse have a parrot mouth?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
9	Does this horse have a club foot/feet? If YES, please explain below.	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
10	To the best of your knowledge is the horse in good health and does the horse exhibit normal clinical signs? If NO, please give full details below.	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

Further information in respect of questions 2 – 10.

Other Comments:

I hereby certify that to the best of my knowledge and belief the above particulars are true and correct.

Signed		Print Name	MARK CHITTY CHITTY
	Mark Chitty, BVSc		
Date	17/16/20		

113 Kiah Road, Kaitiaki  
 RD1 Popotiro 2180,  
 Auckland, New Zealand  
 haunui-farm.co.nz  
 t +649 292 7154

For more information or advice on PDF reports to submit, feel free to contact a member of the NZB Standardbred team for any support or to assist in any way.