



Venture has transformed the neglected category of portrait photography into a contemporary art form. It is a progressive brand that has revolutionised a tired, forgotten, low-value category that had changed little in over 150 years.

Before Venture's launch, portrait photography was characterised by stiff, lifeless, posed portraits and was largely rejected by modern consumers. The sector was populated by local independent studios, lacked leadership and had no big brands.

### What is Venture?

Venture is a product, service and experience, all rolled into one brand. Its core target is families with children. It offers them a vehicle for self-expression that 'captures the real you' and dramatises individuality.

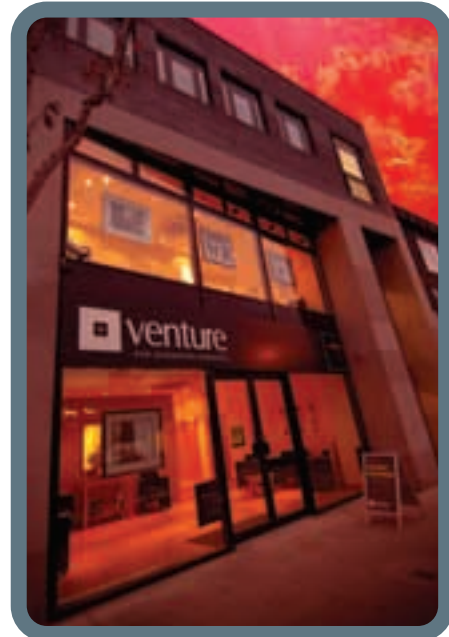
It is a brand that taps into key contemporary trends such as personalisation and customisation. Consumers today, want more than a standard family portrait in their living space. They want to be able to adapt and transform the art in their homes so that it becomes more personal and meaningful.

Venture doesn't just 'do portraits', but aims to tell stories that celebrate life and relationships. That's why the brand's strap line is, 'Every Venture Tells A Story'.

The brand has a team of talented photographers, designers and interiors experts to create contemporary portraiture and transform family images into modern icons. The brand demands creative excellence at all stages of the process and uses advanced digital processes to deliver the final results.

With over 80 studios all over the UK, the brand experience for families begins with a one-hour, fun-filled studio session to capture the initial images. An extensive product range of hand-crafted displays enables clients to transform these images into personal pieces of contemporary art for their homes.

every  
venture  
tells  
a story



### Where would you have seen the brand?

Venture advertises nationwide and also invests in PR. Press ads and inserts appear regularly in glossy, monthly women's magazines, home interest and parenting titles as well as newspaper weekend supplements.

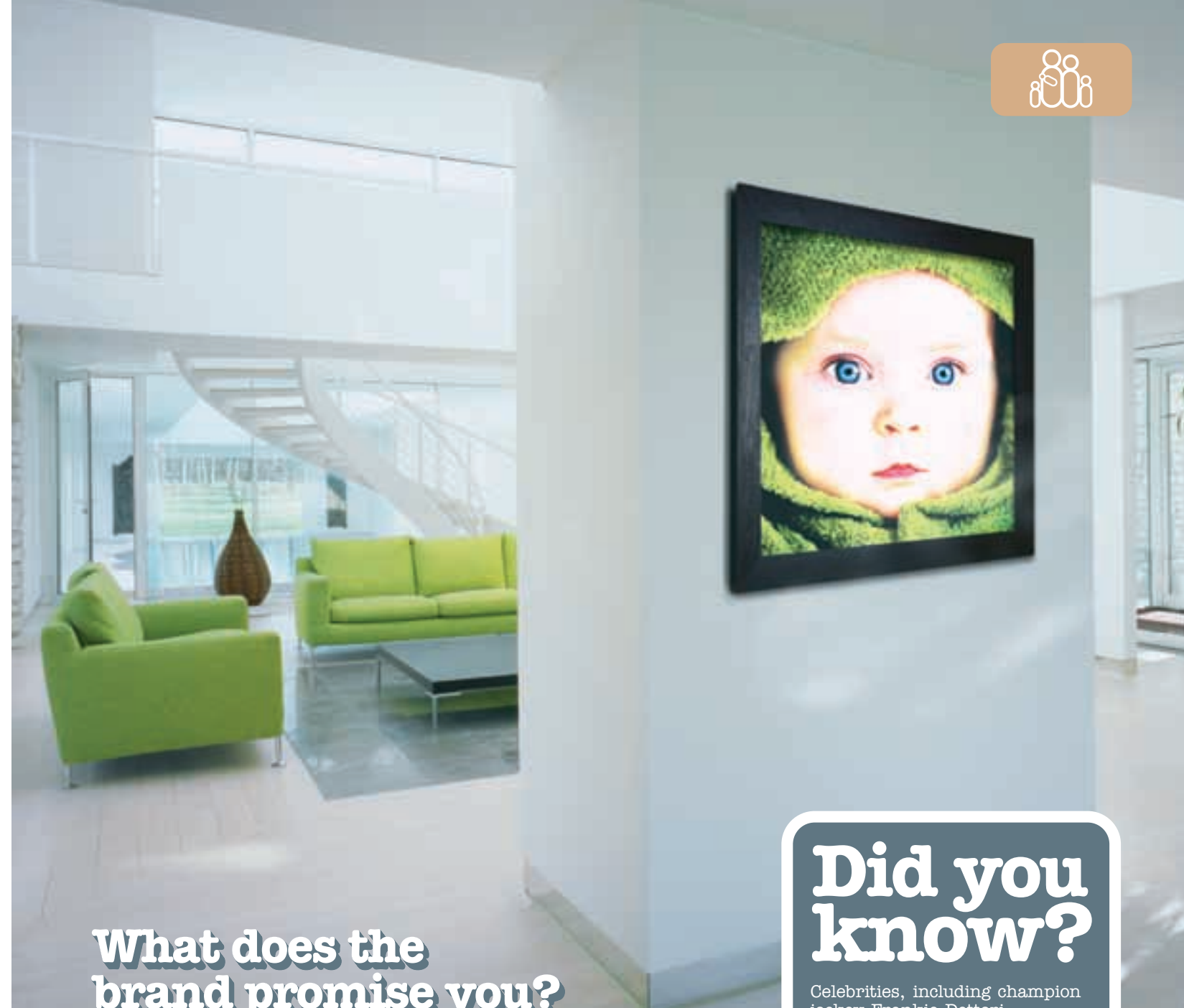
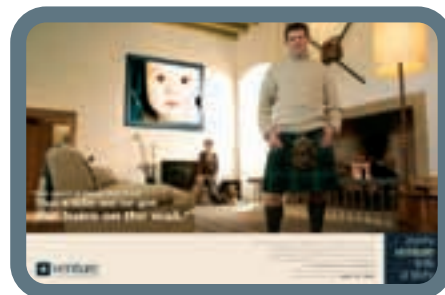
Venture's website ([www.thisisventure.co.uk](http://www.thisisventure.co.uk)) is an essential marketing channel. It is visited by an average of 50,000 people every month.

Venture also uses exhibition stands at major retail outlets as a marketing channel to attract busy consumers: this sees Venture tour shopping malls around the UK, as well as major centres like Bluewater and The Trafford Centre.

Word-of-mouth and recommendation play a vital role in building the brand's profile. Many first experience Venture by attending a 'Venture At Home' party, held by new

customers to show their friends and family the new portraits in their home, in a relaxed environment, where they can benefit from special referral offers.

More recently Venture has launched its 'Creative Adventure Portrait Experience' which is distributed through retailers such as Boots, Tesco, Debenhams and Harrods: this promotional pack contains all the information a customer needs to commission their very own New Generation Portrait.



### What does the brand promise you?

The brand's strap line 'Every Venture Tells A Story' captures its central promise, which is to provide customers with a symbol of 'the real you', expressed through the notion of storytelling. Aspirational values underpin the brand's ability to transform the ordinary portrait into an art form.

### How was the brand developed?

Brian Glover-Smith, the founder and CEO of Venture, began his career as a photographer in 1976. During this time he gained many professional accolades including a number of important national and international photography awards. Glover-Smith is a winner of six Kodak European Gold Awards and the Kodak European Photographer of the Year Award. He is also a Fellow of the Chartered Institute of Marketing.

Disillusioned with traditional portrait photography, Glover-Smith and a team of

like-minded pioneers launched Venture as a franchise business with backing from Kodak, opening the first gallery-style studios in 2000.

The brand's ambition is to become a global leader in the consumer photographic products market, and Venture studios in Hong Kong and Miami are set for launch in early 2006.

Photography innovation is at the heart of Venture's business, and the brand both encourages its employees to continually strive to improve, and also places an emphasis on new product development.

### Did you know?

Celebrities, including champion jockey Frankie Dettori, swimmer and TV presenter Sharon Davies, footballer Rio Ferdinand, TV and radio presenters Lorraine Kelly and Jo Whiley, as well as Angela Griffin and Peter Schmeichel, have all had a Venture.

**A recent research study supported psychologists' theory that positive images of the family on display in the home benefit the emotional health and confidence of children.**

Aside from families, other subject matter that Venture has photographed includes pet dogs, cats, goats, snakes, and even a tame sheep.