

A **Room** with a view of the future

30  
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## Kids In The Family

This month we look at 5 trends focusing on children's role in the family unit. From being independent, taking responsibility, classic moments to modern families.

# 1 Taking Responsibility

With technology, smart phones, gaming and social networking seemingly taking precedence in the lives of pre-teens and teenagers, advertising promoting kids taking an interest in the real world around them are abound.

One of the best ads out there is by Waitrose, focusing on one boy's loyalty to growing a single carrot. The ad subtly pushes the idea of responsibility, whilst capturing simple and authentic family moments.

The styling, treatment, body language and emotion is inspirational.

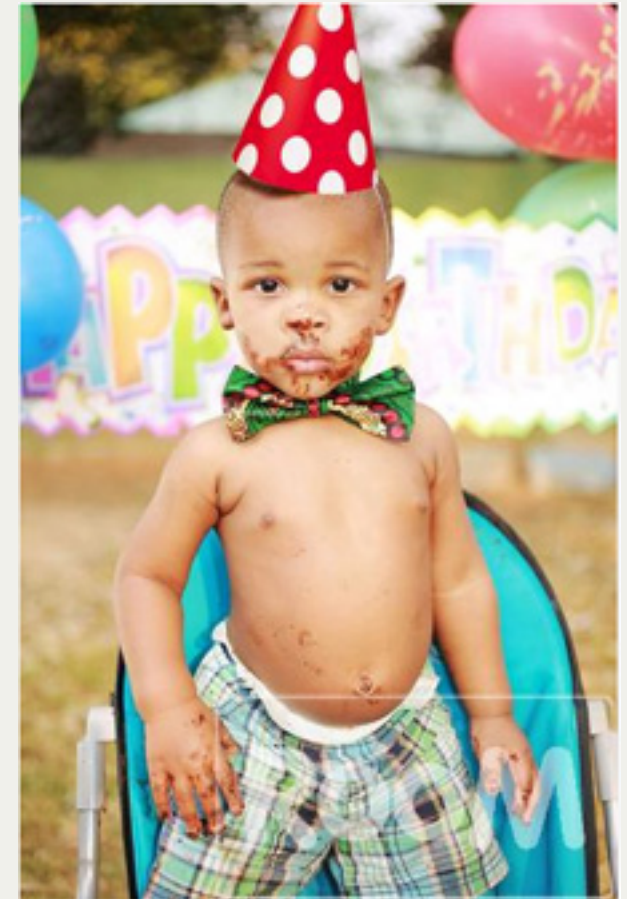


Waitrose Ad

## 2 Kids And Food

A long time favourite subject for stock photography, finding innovative ways to depict children's relationship with food requires patience, context, color and on the right occasion a dash of humor.

Composition and getting the right moment are key to the success of these shots



Unclescrooch

### 3 Family Interaction, Without The Cliches

This great ad from Weetabix in the UK shows some colorful moments of play and interaction between a boy and his dad.

Although the scenarios might be exaggerated, the casting, setting and styling convey realism in an aspirational way. This is exactly the right approach to capturing appealing moments of family interaction.



Weetabix Ad

## 4 Classic Family Moments

Don't forget the classic family moments. These are powerful images, if shot with great natural light, composition and emotion.

These types of images are widely used in advertising, but there is a lot of competition so only the best make it.



noelbesuzzi

## 5 Modern Families

Advertising is no longer restricted to representing conventional families. As the world moves forward, and new family dynamics are becoming commonplace, it is time to show a fresh look at how children interact within these modern families.

Honey Maid's "This Is Wholesome" commercial is a shining example of breaking with convention and showing the diversity of families today.



Honey Maid



## Summary

### Shooting tips from this weeks trend:

- People respond to images that convey genuine feelings and emotions in a simple way. So try to capture these real moments rather than set them up.
- Real people resonate with an audience, but remember real doesn't mean 'dismal' or 'grungy'. Lifestyle images need color, light and most of all an emotional connection.
- Look for the best moments and bring some of that to your shots. A personal perspective resonates with a wide audience.
- When shooting emotions and the connections between people, try to be inventive with your angles and viewpoints.

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