

Neighborhood Marketing Training

This guide walks through all one needs to know to collect data for a neighborhood marketing project. The goal of the project is to collect video and images of how the neighborhood looks and feels, specifically how both the residential and commercial areas look. Think of what you would want to see before you decide to live in a neighborhood.

Equipment Required: DJI P4P

Neighborhood PDFs:

For each neighborhood, a pdf will be provided that explains the required locations to be captured. Each will have a map with a neighborhood boundary, which is where all the data should be collected. And below the map there will be a breakdown of the drops, that contain points of interest within the area. A drop is a area that is walkable after you park somewhere. Pay is governed by the number of drops. Not all items listed are required to be captured. Each neighborhood requires capturing a residential area, and commercial area. There is no specific focus on one POI, its the area that is of interest. There could be a flight path that captures most POIs in one shot.

Deliverables for Each Drop

- At least 7 4k 24fps video clips of at least 30 seconds each
- At least 10 photos (4:3)
- Upload in folder named the pdf name and subfolders for photos and videos. Place extras in extras folder.

Style:

- Almost all clips should be lower altitude cable cam movements with a fixed POV, steady speed, slower speed, no spins or camera tilts (smooth, steady, low)
- Color should be natural, not vivid, keep good exposure, do not look directly into sun, avoid sun flares
- Make sure to shoot on sunny days!
- Cable cams should have a mix of straight FOV, angled FOV at 45 degree to movement, and 90 degree to movement (shots list below)
- Collect most shots at 20-70ft of neighborhood streets, parks, commercial areas, limit capture of 100ft+ unless there is something to reveal
- When safe, it is encouraged to capture life happening in the area, people playing in a park or wandering commercial areas. These would be just bystanders captured.
- If shots are better suited to just holding a drone out of a moving vehicle moving at steady speed, that is fine. Just ensure that it is smooth, steady, and fixed frame.

Shot Guide

These are focused to show the camera movements. Apply these to the neighborhood areas creative ways.

- Straight Flyover On Side of Road (do this looking straight, or looking to left or right with camera slightly tilted down, example looking at a residential or commercial area)
 - https://drive.google.com/open?id=1jNAAW6s_bMQuf9pFIbC8CBw6ORub5mQT
- Park Flyover
 - <https://drive.google.com/open?id=1Rcl0n0JEa68EkTqCepIQs2rvKJV-IRQj>
- Low Altitude Park Path:
 - https://drive.google.com/open?id=1X18B4SU_JBZxZNJ4GIPseuKyftJYWg-D
- Low Altitude Street Capture: (if safe fly drone, or hold a Osmo/drone outside a car window or skylight and drive by)
 - <https://drive.google.com/open?id=1DHkXVdbrXFZLwJvUcZyw2D442yygqnyL>
- Low Altitude residential at 45 degree
 - https://drive.google.com/open?id=1dbDrKt7D1a1_ZuZ3kNCT_XPBvk93xc_q
- Vertical shot and reveal:
 - <https://drive.google.com/open?id=1QRtpM4ziHG6aC2ySdCXeGMzxXBvqR3IL>