



MumsAid Website Project: Photography Brief

MumsAid is a small, award-winning charity, based in the Royal Borough of Greenwich. We offer localised and national services including counselling, groups for mums and advocacy services. We also work with clinical practitioners to improve the quality of perinatal healthcare through training, supervision and consultancy. You can read about all of our services on [our website](#).

Our work is fundamentally based a clinical approach developed by our founder and CEO. Below are a list of keywords which exemplify our brand:

- Localised
- Client-centred
- Individualised care
- Community-led
- Culturally appropriate

The current website was created early in the organisation's formation, in 2012. We are in the process of updating it, both inline with newer website best practice and our stronger brand presence. Our aim with this project is to create imagery, primarily for the website, which more accurately reflects our service users and team.

Target Audience

We have two key target audiences:

1) Service User

Mums, of any age or demographic, who are struggling with their mental health. The imagery must reflect: Young mums, 'older' mums (20-40s), Global Majority and Black mums, mums with children who have disabilities or medically complex needs.

2) Clinicians

Within our team and partners, we have a rich body of clinical knowledge and expertise. Our imagery must reflect our professionalism and competence.

Creative Direction

As a client-centred and therapeutic organisation, we need to find a balance of approachability and professionalism. There is some challenge in balancing the need to appear as unthreatening as possible to mums, whilst also portraying our expertise. Stylistically we would like to produce natural, candid and clean images, as far as possible. We work with people who may be in relative crisis around their mental health, so we want to portray the safety, welcome and non-judgement they will experience in using our service.

We have an existing body of imagery, which was taken when we won our GSK award, which offers an excellent example of the style of imagery we need. However, these images only portray young mums and we need to be broader in our portrayal.

Deliverables

A body of images which are suitable for our website but will also be used across other platforms to express our brand.

Please include images which are appropriate for social media specifications.

It will be important to consider the vulnerability of the mums which we work with and the sensitivity of working with children, especially children with disability.

Logistics will be determined in conversation with the photographer.