



NEW ZEALAND BLOODSTOCK®

GUIDE TO NZB WEBSITE SUBMISSIONS FOR SALE PHOTOS, VIDEOS & REPORTS

With COVID-19 and travel restrictions preventing the majority of international travellers physically attending the sales, we have entered a new era of selling and 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 successful 2020 NZB Ready to Run Sale 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.

The most talked about subject during our buyer research was the importance of high quality, professional and real-time videos. This media is crucial to the success of any sale and getting results for owners and vendors.

We have collated our buyer requests and comments from the recent surveys conducted by NZB 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.

Contents

Buyer Insights	2
Guide to Photos	3
Complete Photo Portfolio.....	4
Perfect Parade Video.....	5
Recommended Professionals.....	6
Supplying Media to NZB	7
PDF Reports	8

BUYER INSIGHTS

Some comments and requests from leading buyers and agents:

From Karaka 2021:

“A lot of the vendors didn’t quite grasp that the requirement was to get good conformation analysis videos and not marketing videos. There were a lot of videos with two or three strides in slow-motion and that is all you saw of the horse – walking towards you and away from you – and that is completely useless. It was no good to anybody and we had to get a lot of those horses redone.”

“I don’t want to see shots of the farm entrances and listen to dramatic music that I have to encounter over and over again for each yearling video, I only want to see the horse”

“Consistency in the footage of each video is key. The more the videos are shot in the same place on the same surface the better. Same with the leaders, it is no use putting small leaders with smaller horses as we will see through it”

“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. A lot of them in the past have been more marketing orientated, but now it is very, very important that they are conformation-assessment 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”

“I am so over these slow-motion yearling conformation walking videos, especially the two-stride front and rear view angles. Please give us a decent 20m straight line at real speed and at eye height like we get at the sales.”

“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”

“It would be ideal to get the heights and weights of the horses at the time of the video”

“A study of photos showing the side of the horse, and head on to see conformation”

“Think of a dream list a buyer could tick off when watching a video... this is what we want”

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

GETTING THE PERFECT PHOTOS

We strongly suggest utilising professional photographers, however if you cannot access them, 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. Also important that the handler is well-dressed should they end up in the shot.

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.

COMPLETE PHOTO PORTFOLIO

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. **There is a limit to 10 photos per lot, size and labelling requirements apply to all media submitted (see page 7 for details).**

PROPOSED ORDER & SHOTS: 1. CONFORMATION (NEAR SIDE) | 2. OFF SIDE CONFORMATION | 3. HEAD SHOT | 4. CLOSE UP LEGS NEAR SIDE | 5. CLOSE UP LEGS OFF SIDE | 6. FRONT VIEW LEG & CONFORMATION | 7. REAR VIEW BACK LEG & CONFORMATION



Photo 1 (e.g. 171_1 - see labelling guide)



Photo 2 (e.g. 171_2 - off side conformation)



Photo 3 (e.g. 171_3 - head shot)



Photo 4 (e.g. 171_4 - close up legs)



Photo 5 (e.g. 171_5 - close up legs offside)

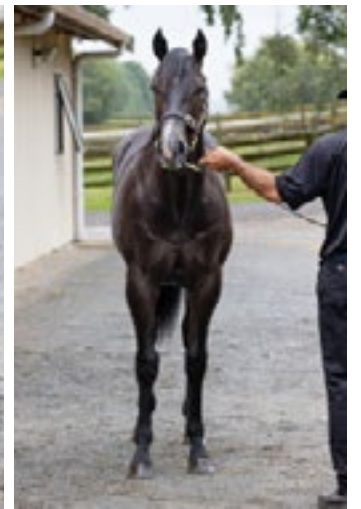


Photo 6 & 7 (e.g. 171_6 171_7 - front on legs)

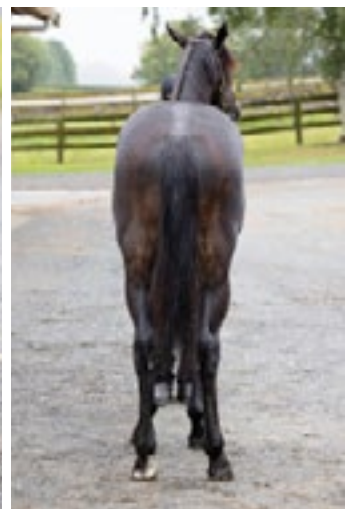
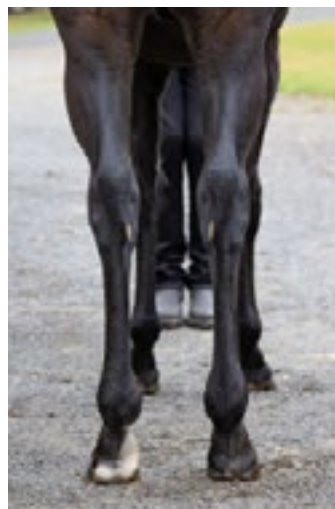


Photo 8 & 9 (e.g. 171_8 171_9 - back legs)

GETTING THE PERFECT PARADE VIDEO

A parade video is one of the most important tools a buyer refers to when making an informed purchasing 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. **There is a limit to one video per lot, with a maximum length of 120 seconds. Labelling requirements also apply to all media submitted (see page 7 for details).**

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 one 60 - 120 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 on a hard surface.



vimeo.com/478666325



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...

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

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

The Digital Birdcage

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

Greg O'Connor

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

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

Fiona Montgomery

Email: feemontyphotography@gmail.com
Covers Southland area



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's website. The information below outlines the specifications, **naming convention** and process in order to get your photos and videos online.

LOT PHOTOS (max. of 10 photos per lot)

File Formats Accepted	JPG, JPEG
Specifications	1080 pixels wide (max), 3MB in size (max) Maximum of 10 photos per lot
Naming Convention (Labelling)	[Lot]_[sort].format (e.g. 304_1.jpg , 304_2.jpg , 304_3.jpg and so on in the order you wish them to display) Do not include the word 'Lot' in the label, just the number and sorting order.
Process	Send to marketing@nzb.co.nz

PARADE VIDEO (one video per lot)

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 Ready to Run Sale	21RTR, Lot XXX e.g. 21RTR, Lot 259
Naming Convention for National Yearling Sale	22NYSS, Lot XXX e.g. 22NYSS, Lot 874
Length of Clip	120 seconds (max). Videos must be under 2GB in file size

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 marketing@nzb.co.nz. Alternatively, you can courier a USB drive to NZB at Karaka, attention Natalie Jamieson.
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 www.nzb.co.nz 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, Health Declarations, Vet Certificates, Vet or Horse History, we have the ability to upload these PDF documents as links against a lot on NZB'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

104_VetCertificate.pdf

Email your PDF documents to marketing@nzb.co.nz for upload to the website.

Limit: 3 PDF documents per Lot.

**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 CHERROBY CHITTY
	Mark Chitty, BVSc		
Date	17/16/20		

113 Kiah Road, Kaitake
RD1 Papakura 2100,
Auckland, New Zealand
t +649 292 7154

haunuifarm.co.nz

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