

WRITING A 160-PAGE COFFEE TABLE BOOK

Photography: Saraya Cortaville

Client: Fujifilm Graphic Systems EMEA
Client since: 2008
Campaign market focus: High quality print (offset, digital and flexographic)
Activity: Creative copywriting

Tovo Senior, Mamy Eddy & Tovo

Ambohimanantrika village

With a bucket or jerrycan in each hand, nine-year-old Mamy Eddy and his older brother Tovo Jr collect water for their family of five up to five times a day.

It is hard work and a long walk that becomes particularly slippery when it rains. The water is far from clean. Mamy Eddy reflects that at least their nearest water source is better than the alternative on the other side of the village: "There's a lot of rubbish in the other one," "Plastic bottles and other rubbish – worms as well as really dirty. Ours just has a few fish."

Tovo Jr is only 11 but bears overall responsibility for collecting water for the whole family – his parents, brother Michel and Mamy Eddy. He recognises the difference it would make to have taps close to home would no longer have to go so far, and I wouldn't have to worry about doing trips to collect water after dark, school and after I've helped my mum with the household chores."

The boys both enjoy school – Mamy Eddy says he does maths the best, while his brother prefers Malagasy. Water would be likely to reduce the days the boys spend at home to their studies through sickness, something that has been a concern of their father, Tovo Sr: "I want to do the best for my sons and help them as far as possible with their education," he says. "I didn't get that chance myself."

Tovo Sr works as a porter in the market and does any other work he can, when he can get it. "If we get a chance, it's a huge relief. I work long hours as a porter and

"I want to do my best for my sons and help them as far as possible in their education, I didn't get that chance myself."

Tovo Senior

THE BRIEF



For more than a decade, AD has provided us with high-quality written content for a variety of purposes, so we had every confidence they could deliver a well-written narrative to tie together the powerful visual elements of this book and provide important background and context. AD quickly grasped what was required and helped us to produce a beautiful book with enormous potential to engage and inspire people.

Graham Leeson,
Head of Communications and
Sales Enablement, Fujifilm

Long-term AD client, Fujifilm Graphic Systems Europe, wanted to create a high-quality coffee table book to mark eight years of partnership with the charity WaterAid.

In addition to offering financial support (more than half a million pounds over eight years), Fujifilm had always wanted to help WaterAid showcase some of the valuable work they do using the medium of ultra-high quality print. This is where 'Madagascar in the Frame' was born. With images shot on the Fujifilm X-T3 and instax SQUARE SQ10, and printed on the Fujifilm Jet Press 750S, this was to be a coffee table book of the highest visual quality.

And in order to write the book – and tell the stories of heartache and hope behind the photographs – Fujifilm turned to AD Communications.

THE STRATEGY



The purpose of the book was threefold: to document WaterAid's vital work in a visually powerful way; to demonstrate the capabilities of Fujifilm photographic equipment; and to showcase the quality of Fujifilm digital print. To ensure that all three objectives were met, and all stakeholders satisfied with the end product, we worked closely with numerous representatives from Fujifilm and WaterAid, as well as the book's freelance designer and photographer.

To emphasise the life-changing consequences of gaining access to clean, fresh water, the plan was to contrast the personal stories of those without any access to clean water with first-hand accounts from those who had recently been provided with it. To gather these stories – and the photographs to bring them to life – a Fujifilm-appointed photographer, travelling with WaterAid personnel, visited two villages in Madagascar. Both were the site of WaterAid projects, one recently finished and one scheduled to begin in the near future.

The numerous photographs of daily life, the people and surrounding landscapes, and interview transcripts with children, parents and grandparents collected on this trip provided the basis for the book. Furthermore, instax photos taken by children in the villages during Fujifilm-sponsored photographic workshops added a unique angle to the story, as well as providing their families with permanent mementos.

We worked closely with all the project stakeholders to construct a compelling narrative to tie the book together and to do justice to the stunning images and moving stories that were to be included.

THE TACTICS



With so many people involved in the project, regular calls and face-to-face meetings were arranged to ensure that the various elements moved forward in unison. We began by mapping out a suggested outline for the book – which was amended and refined during conversations with the other stakeholders. We then conducted extensive research into Madagascar, its history, culture and people, to provide some context for the personal stories that would follow.

Collectively we agreed which images and stories to include and the next challenge was then how to approach the writing.

With interview transcripts that (especially in the case of the children) were very similar to one another and fairly short, and with only very limited information available on the interviewees, we worked hard to vary the structure of each story to ensure it didn't become too repetitive.

Draft chapters were reviewed by both Fujifilm and WaterAid and edited and amended until all parties were happy.

THE OUTCOMES



A high quality, 160-page book of stunning images and personal stories



A new way for WaterAid to engage with and thank long-term supporters



A strong demonstration of Fujifilm's expertise and heritage in photography



A powerful way to showcase the standard of Fujifilm digital print technology

WANT TO KNOW MORE?

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