

A Picture Is Worth a Thousand Words

How Compelling Construction Photos and Video Bring Projects to Life and Connect Your Agency With the Public

Introductions



Libby Bakke
Consor



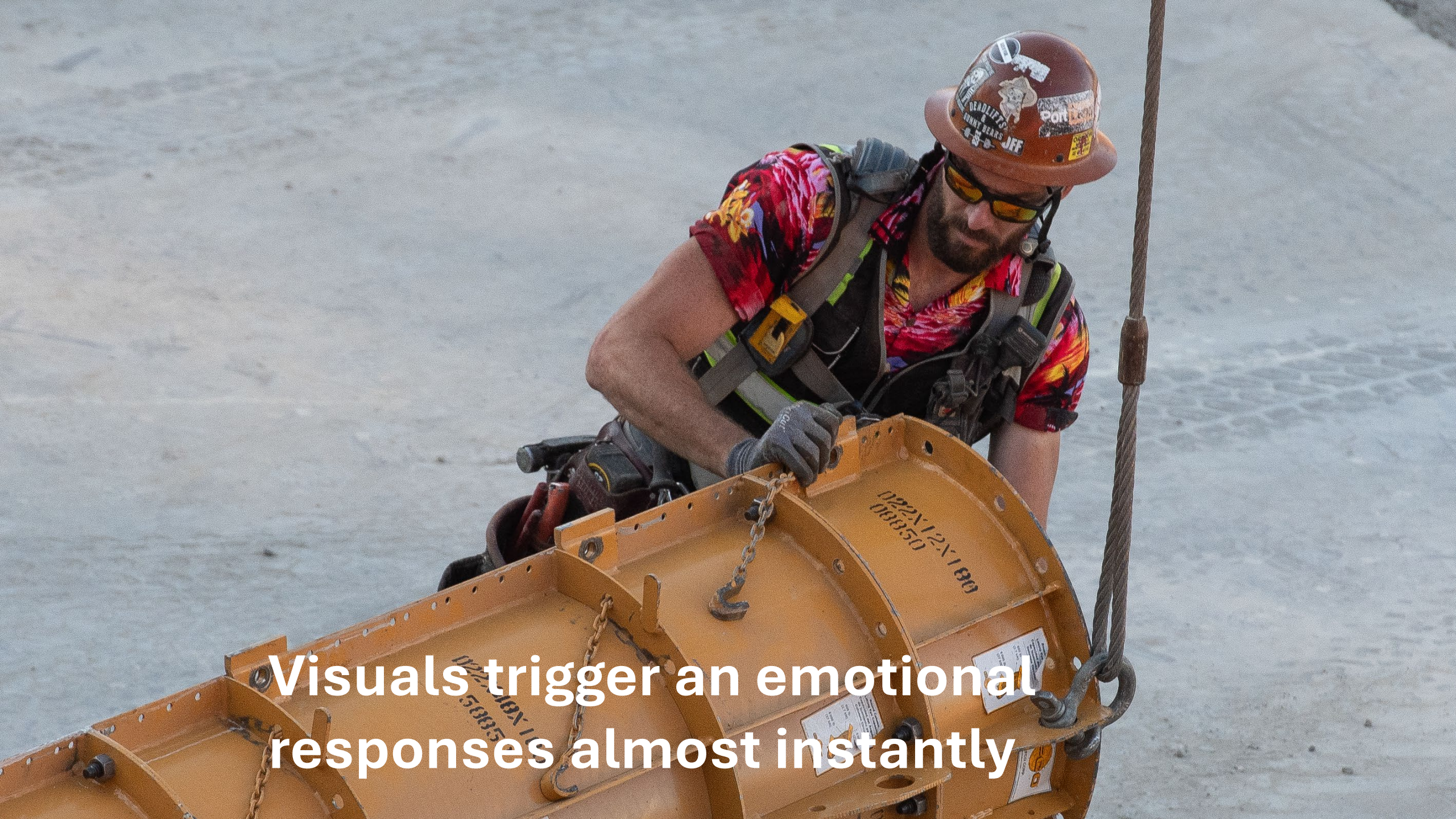
Josh Kulla
Kulla Construction Media

Agenda

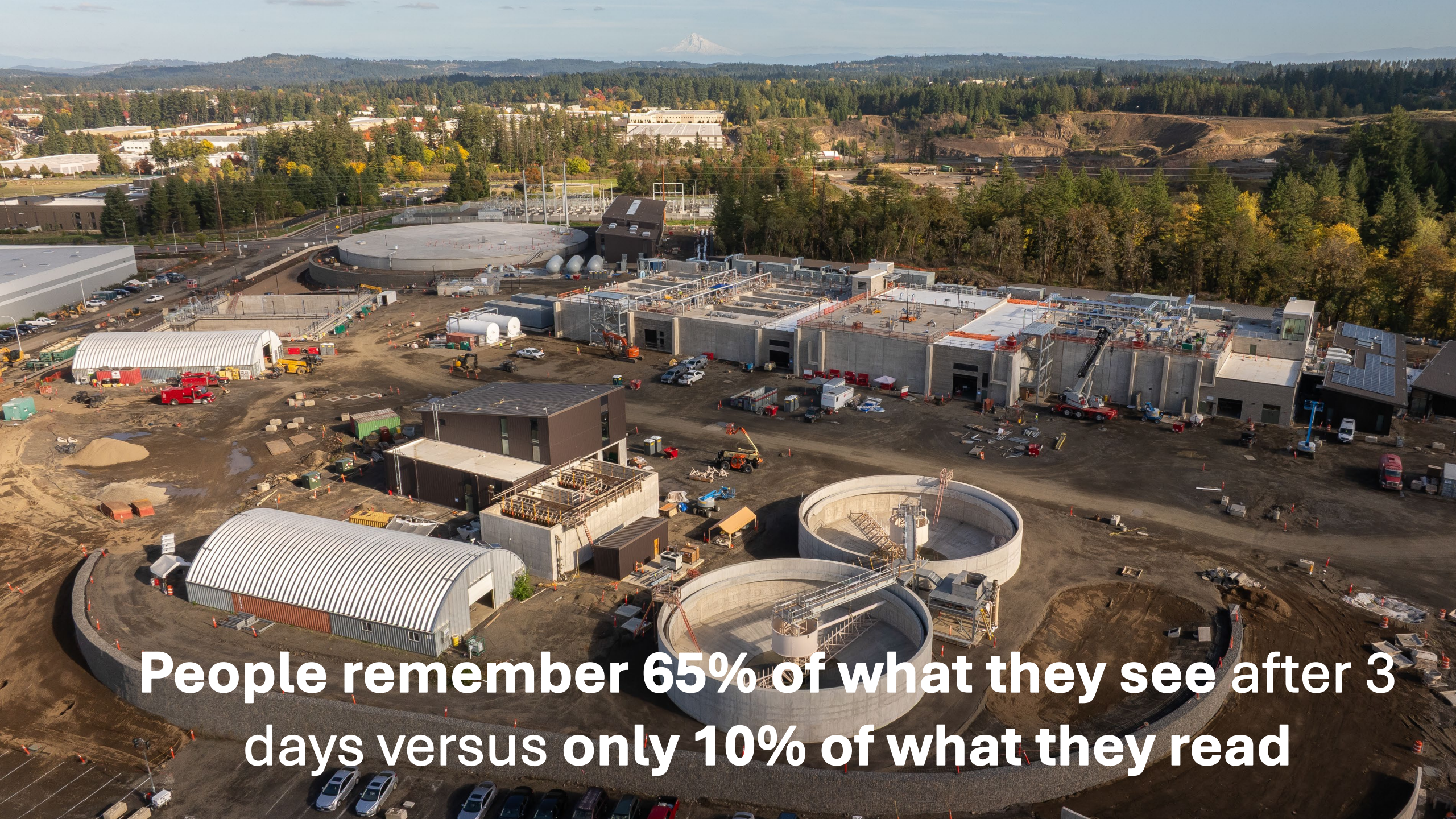
- By the numbers— the power of visuals
- Examples of storytelling through photography

Did you know?


Your brain processes visuals ~60,000× faster than text



Visuals trigger an emotional responses almost instantly


People remember 65% of what they see after 3 days versus only 10% of what they read


Visuals improve engagement up to 30%



Visual content influences up to 80% of decision-making

Great pictures are more powerful than words


Brings your projects to life





Demonstrates momentum


Milwaukee
M18
LITHIUM




Done


800-11-3649






DAIMLER
Hefe
Alaska



Shows enthusiasm and pride


otak





Connects with policymakers

Builds understanding and awareness

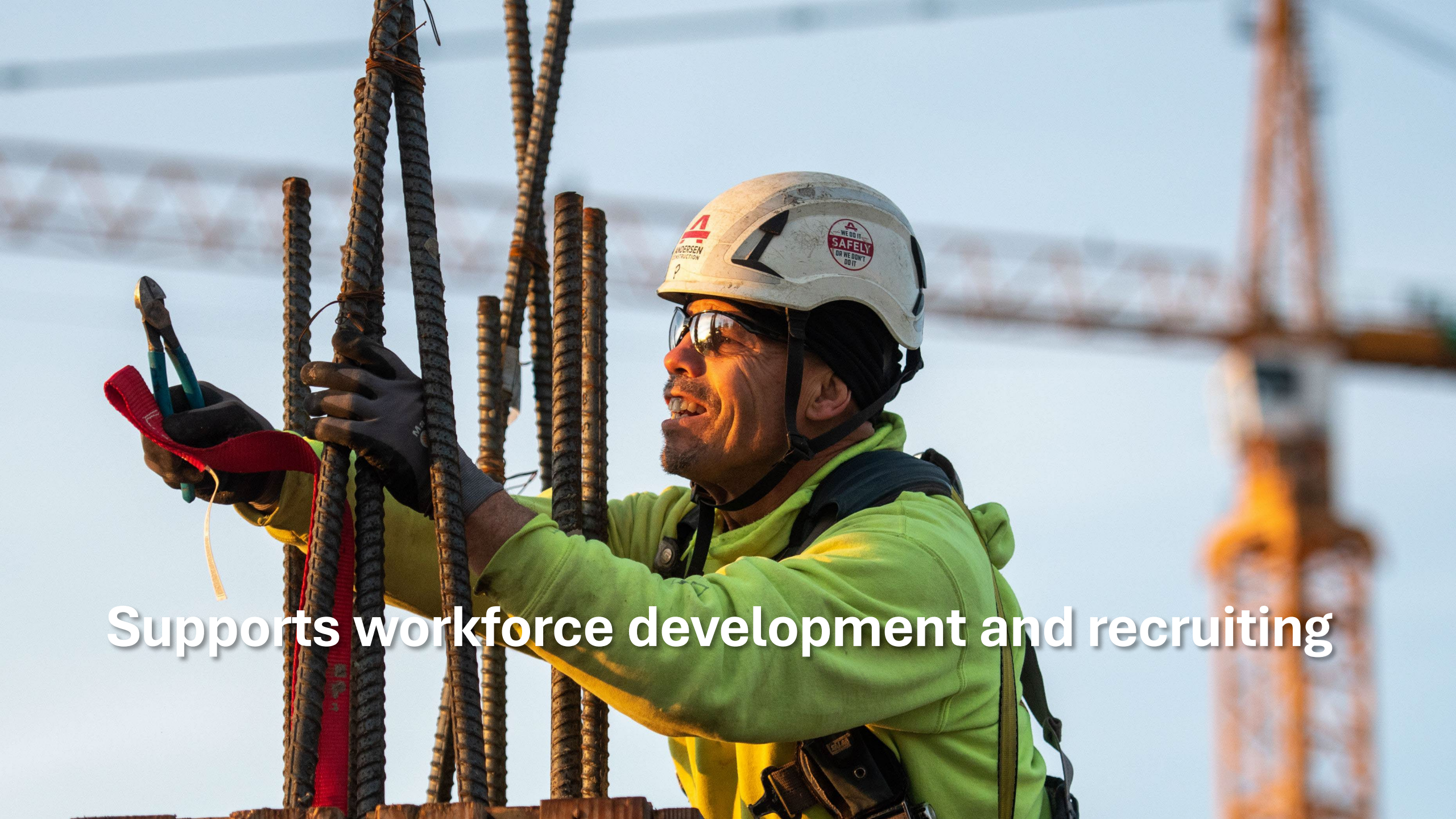







EXIT





Supports workforce development and recruiting


Tri-Max




GUTS





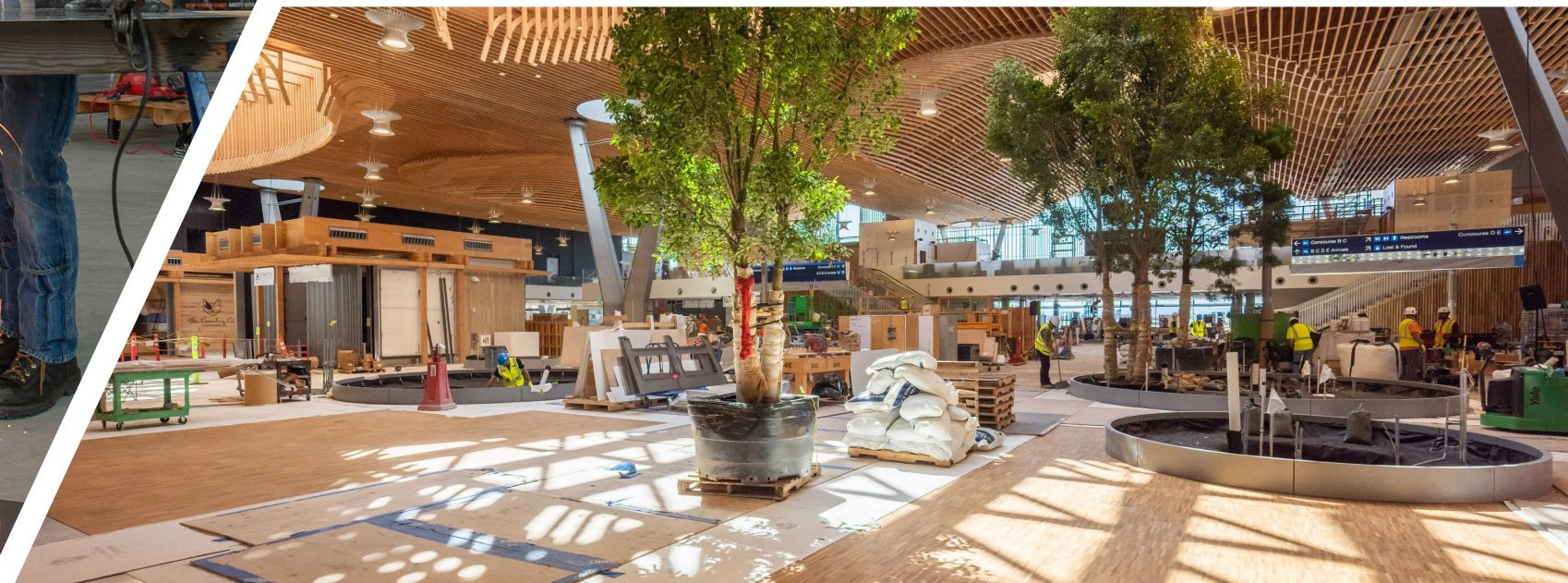





ASI
CONSTRUCTORS


YOU HAVE THE
POWER
TO STOP WORK






BRIX
HAMM
HD13

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