

# BULLETIN & NY NOW'S PRODUCT PHOTOGRAPHY GUIDELINES

To Help Increase Conversions

## GENERAL TIPS TO GET YOU STARTED

As consumers, most of us would never consider buying a product without experiencing it first. And since retailers on Bulletin can't touch or pick up your products (until the show, at least!), it's truly all about your photography. Clear, well-lit images will make your brand more trustworthy in the eyes of the buyer, and will therefore help you secure more sales.

Here are our guidelines for helping your products come to life through your product photography.



### LIGHTING IS EVERYTHING

There are two main types of lighting: soft and hard. It's more common (and recommended) to use soft. Avoid shadows whenever possible.



### INCLUDE ENOUGH PHOTOS

Plus video! Show a minimum of 4 photos per product, and whenever possible, include a video of your product either being used or in motion.



### SHOW ANGLES & PACKAGING

Always show products from multiple angles. This gives the retailer a better idea of the size and dimensions. When relevant, be sure to also include a photo of your product in its packaging. Retailers respond well to beautiful packaging, and want to visualize how your products will look in their stores.



### CHOOSE YOUR BACKGROUND WISELY

The background in your photography should complement your products. In most cases, products look their best against a clean background, as this eliminates disruptions.

# GUIDELINES BY PRODUCT TYPE

## OBJECTS

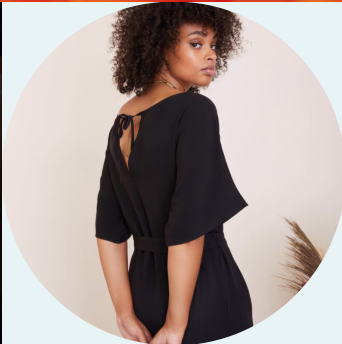
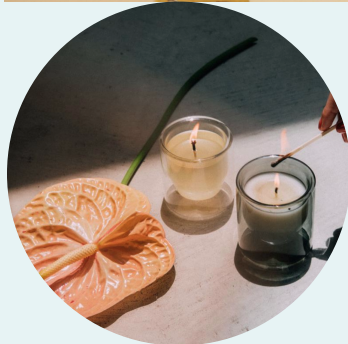
- 1 If applicable, include one photo of your product in its packaging.
- 2 Include one photo of your product taken from a 45-degree angle. This “standing eyesight angle” is commonly used for emphasizing dimensions, and is ideal for most products.
- 3 Include one group shot featuring multiple (or all) product variants. This is a great one to use as your hero shot, as it shows the object’s full range of variations.
- 4 Include one editorial or lifestyle shot (or video)! Bring your products to life, and help retailers visualize how they work. This is a great opportunity to try different angles and styling.

## APPAREL

Note: We’ve found that our best-performing apparel brands have at least some editorial photography featuring models wearing their garments, vs. all layflat features.

- 1 Include one photo from the front.
- 2 Include one photo from the back.
- 3 Include one detail shot, showing off the elements which make your garment special.
- 4 Include one editorial or lifestyle shot to bring the clothes to life.

**Bonus:** Include at least one video of a model wearing the garment! Retailers want to see how your products move, and there’s no better way to accomplish that than with video footage.



# GUIDELINES BY PRODUCT TYPE

- 1. Main hero shot recommendation:  
A photo that shows the package and the product outside of the package.
- 2. Alternatively, include a clean package product shot as your hero image, and then what's inside in your secondary photos.
- 3. An example of a more conceptual photograph is displayed here by Pan's Mushroom Jerky. Jerky, their product, may not be the most exciting to photograph, so what we see instead is all of the ingredients / flavors displayed outside of the packaging.



## TO AVOID AT ALL COSTS

- 1 **Poor Background.** Try to avoid busy backgrounds, as they make it hard to see the details of the product.
- 2 **Low Resolution.** Make sure your images are 1000px or higher, to make the best impression.
- 3 **Low Lighting / Shadows.** If you're shooting your products yourself, try to use natural light and diffuse it to avoid harsh shadows.
- 4 **Products Out of Frame.** All images should be able to fit Bulletin's size requirements: 1500px x 1875px. Within those dimensions, be sure you're not cutting off any elements of your product – the product should sit nicely in the center of the frame.

