

#WhereYouShopMatters CAMPAIGN

IMAGE GUIDELINES

Good images make for good ads, so we've put this guide together to help you choose the right images (or take new ones if necessary).

If you have any questions, please contact our agency partner Kamber at contactus@kamber.com.au

GENERAL REMINDERS

- Don't send anything that's pixelated or blurry
- Lighting and colour are important – make sure that people and products are clearly lit and that colours are accurately represented
- Focus on the best features of your products
- Simple, plain backgrounds are best for product shots. Your product should be the hero of the image.
- Remember to adhere to the #WhereYouShopMatters Campaign Terms and Conditions (T&Cs) in regard to your submission of content. (If there is any inconsistency between these Image Guidelines and the T&Cs, the T&Cs will prevail.)
- You must have ownership of, or have permission to use, all of the images you share with us. This includes written permission to feature any individuals who appear in these images. You'll also need to check the images don't contain any third-party logos or brands, because we can't feature those in our ads.

1. IMAGE GUIDELINES

What should be the primary subject in your photo?

Please submit photos (ideally 2-5 options) that show either of the following:

- Product
 - studio shoot style preferred
 - include some lifestyle/editorial photography options
- Business owner
 - either holding a recognisable product you sell
 - or in attire that is strongly identifiable with your industry

Image selection guidance

The tips below will help you select photos that will best suit our templates.

- Supply high-resolution images
 - resolution of no less than 72 dpi and a minimum of 3000x3000 pixels
 - send original photos - don't save images off your website/social media accounts, as these will have been compressed when uploaded.

- Ensure the product is fully visible, not already cropped
- Select photos where the subject has been shot front-on (or close to this)
- Ensure product/person is well lit (no harsh shadows)
- Avoid photos where other objects are in front of the product/person
- Select light/brighter coloured products for good contrast on our background
- Choose images with clear space to the right side of the product/person
- Pick images that don't have objects in the foreground of your product
- Avoid images with busy/cluttered backgrounds

2. CAPTURING THE RIGHT IMAGES

We understand not everyone is a professional photographer or has access to professional camera equipment, but with a bit of preparation and planning, and a little creative thinking, you can get great results from your smart phone.

The key to all good photography is lighting. The better your lighting, the less work your camera has to do and the clearer your photos will be. If the room that you are photographing in is dark, try bringing some household lamps in near the subject to light them up or even open all doors and windows to allow more daylight in.

Avoid using the flash on your phone, this will not produce good results, make sure that the flash is turned off throughout your photo shoot.

3. EXAMPLES

To assist you with your image selection we have provided some examples of the type of images we are looking for. These examples are provided for illustrative purposes only and any image used in the campaign will be subject to approval by ANZ in its absolute discretion. For further information, please refer to the #WhereYouShopMatters Campaign Terms and Conditions.

Suitable photos – bags/accessories/wine/food examples



Suitable photos – skincare products examples



Suitable photos – business owner/staff examples

